



AN EVENT OF THE NEWPORT BEACH CHAMBER OF COMMERCE

Friday, August 9, 2024
PENDRY Newport Beach

Sponsorship Opportunities

For more information,
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CONNECTION.
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COMMUNITY.
ADVOCACY.

Event Time & Date
Friday, August 9, 2024
11:00 am Registration
11:30 am – 1:30 pm Program

Location
PENDRY Newport Beach

Expected Attendance
500+

Event Description

The **State of the County Luncheon** is an annual event bringing together Orange County elected officials, public sector employees, business people and residents. The goal of the luncheon will be to explore the past, current and future state of the County through presentations made by an esteemed panel of County officials.

Also featured at the luncheon, we will be debuting the results of the latest UCI OC Poll exploring the “Orange County Brain Drain.”

Between now and 2060, Orange County’s working-age population is projected to grow by just 2 percent, even as the needs for a trained workforce increase. Orange County’s high cost of living and lack of affordable workforce housing are said to price young workforce talent out of the area, potentially leading to a “brain drain.” Simultaneously, there is concern that longer-term residents are departing to other states and communities, taking their considerable experience and built-up wealth with them. Yet, contradictory data suggest that highly-skilled workers still flock to California.

How are OC leaders supposed to make sense of these contradictions? The short answer is they cannot without better data – data and explanations that will come from the UCI OC Poll.

**Presenters at the
2024 State of the County Luncheon**



**DONALD
WAGNER**
CHAIRMAN OF THE BOARD
Orange County
Board of Supervisors



**KATRINA
FOLEY**
5TH DISTRICT SUPERVISOR
Orange County
Board of Supervisors



**JON
GOULD**
DEAN
U.C.I. School
of Social Ecology



**EVENT
DETAILS**





The UCI-OC Poll provides reliable survey data on issues confronting OC residents. It brings business leaders together with elected officials and community members to discuss workable responses to these problems. Whether the issues concern housing, education, business climate, sustainability, transportation, crime, or other challenges, area leaders are better equipped to navigate the local environment and respond if they have reliable, timely data on the attitudes, priorities, and opinions of OC residents and a neutral place and convener to consider them.

ABOUT THE UCI OC POLL ON BRAIN DRAIN

Some of the most concerning issues facing Orange County, like homelessness, affordable housing, resident relocation, climate change and sustainability are daunting to solve. These issues require collective input from policy makers, elected officials, business leaders, service providers and community members. Helping OC leaders understand the issues at hand – and providing them reliable data and a welcome forum for discussing the needed responses – are key priorities of the UCI OC Poll.

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How are OC leaders supposed to make sense of these contradictions? The short answer is they cannot without better data – data and explanations that will come from the UCI OC Poll.

Area leaders understandably seek to understand why these changes are afoot and, most importantly, what can be done to retain essential residents and workers and attract others. Who is leaving the area and who is moving here? What is motivating them to do so? What would change people's minds? The poll results will help community members, business leaders, and policymakers address the issues covered, because they will begin to understand why an issue has arisen, how it operates, what solutions residents are willing to consider, and what the "third rail" responses might be. In partnership with area organizations, like the Newport Beach and other local Chambers of Commerce, UCI will convene leaders to discuss **the poll results and help to map out potential responses. Further, the results and message of the Poll will be amplified** throughout the state through the LA Times, which has dedicated a local reporter to covering it and which is also partnering with the UCI OC Poll in disseminating the results.

Future iterations of the Poll will address other central issues of concern to Orange County and Southern California, including criminal justice reform, hate crime and rising intolerance, traffic, and sustainability. In each case, the Poll will be crafted and roll-out in coordination with local organizations that can help host the convenings.

UCI OC POLL

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Event Hosts



Chamber Partners



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ADVOCACY.

SPONSOR BENEFITS

- Over 500 Orange County business professionals expected to attend
- Sponsor logo placement on all marketing materials.
- Advertising in local publications
- Extensive distribution of event information through online calendars, social media outlets including Orange County professional business organizations, Newport Beach Chamber of Commerce email blasts and promotion via Chamber members.
- Event Flyer distribution at all Chamber events
- Live Announcements at Chamber events
- News Releases distributed to traditional and online news media

- Top Name Sponsorship of the Event
- Sponsor name & logo identified in all marketing materials
- Full page color ad in event program
- Sponsorship recognition from podium
- Ability to address the group prior to start of presentations
- On screen individual sponsorship recognition
- Placement of a marketing piece at every place-setting
- Placement of marketing materials in pre-function reception area
- Complimentary table of 10 for event in VIP location

PRESENTING SPONSOR

\$10,000
(SOLD)



SOUTHERN CALIFORNIA
EDISON[®]

Energy for What's Ahead[®]

- Sponsor name & logo identified in all marketing materials
- Half page color ad in event program
- On screen individual sponsorship recognition
- Sponsorship recognition from podium
- Placement of marketing materials in pre-function reception area
- Complimentary table of 10 for event in VIP location

PREMIERE
SPONSOR

\$6,000

SUPPORTING SPONSOR

\$3,000

- Sponsor name & logo identified in all marketing materials
- Half page color ad in event program
- On screen sponsorship recognition
- Sponsorship recognition from podium
- Placement of marketing materials in pre-function reception area
- 5 complimentary seats for event in prominent location



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- Sponsor name & logo identified in all marketing materials
- Half page color ad in event program
- On screen sponsorship recognition
- Sponsorship recognition from podium
- Placement of marketing materials in pre-function reception area
- 5 complimentary seats for event in prominent location

AUDIO VISUAL
-
CENTERPIECE
-
VALET PARKING
SPONSOR

\$3,000

- Sponsor name & logo identified in program
- On screen sponsorship recognition
- Sponsorship recognition from podium
- Placement of marketing materials in pre-function reception area
- Two complimentary seats for event

PROGRAM SPONSOR

\$1,500



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- On screen sponsorship recognition
- Program listing
- Table tent recognition
- 10 seats for Sponsor guests

TABLE SPONSOR

\$1,250