

# VCEDA BOC

BUSINESS OUTLOOK CONFERENCE

50TH ANNUAL  
BUSINESS OUTLOOK CONFERENCE (BOC)

# ECONOMIC RECOVERY AFTER COVID-19

THE FUTURE OF WORK

 NOW VIRTUAL!

**CONFERENCE:**  
FRIDAY, JANUARY 15, 2021

## SPONSORSHIP OPPORTUNITIES

### WHAT IS THE BUSINESS OUTLOOK CONFERENCE?

As Ventura County's primary business advocate, the Ventura County Economic Development Association (VCEDA) convenes our 50th annual Business Outlook Conference (BOC). As we commence the planning of our 50th annual conference, we look back at how far we've come since 1950. This year's BOC explores themes of critical importance to the region and our County's economic vitality in the midst of the COVID-19 pandemic.



### WHO ATTENDS?

The BOC attracts more than 200 Ventura County decision-makers, subject-area experts, business executives, community leaders, and elected officials.

VCEDA's goal for our first interactive virtual conference is to invite participants and speakers from outside Ventura County who can offer their unique perspectives, not only on our short term economic recovery but on long term strategies that address a workplace that has changed forever.



# PARTNER WITH US

## WHY SHOULD I SPONSOR? WHAT IMPACT DOES MY SPONSORSHIP MAKE?

Sponsors of the 50th Annual Business Outlook Conference **enhanced visibility, sales, and brand awareness through logo and material presence at the virtual conference, in media outreach and materials.**

In addition, your sponsorship enables VCEDA to continue hosting this important event, providing a platform where we can all gather, connect and learn alongside one another during these unprecedented times.

Our business community needs to come together and support each other, now more than ever—to celebrate our organizations that have been through so much this past year. Your sponsorship **directly supports VCEDA** and helps us continue our work providing the *leadership, advocacy, intelligence, networking,* and *support* necessary for success in today’s uncertain business climate.

## ALL SPONSORS ARE WELCOME TO COMMIT NOW AND PAY LATER IN JANUARY, 2021!

SPONSOR BENEFITS	50th Anniversary Organizational Partner \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Listed as Organizational Partner on All Materials Through 2021	●				
Exclusivity	●				
1st Right of Refusal for 2022 Conference	●				
Welcome/Promotional Video on Registration Page	3-Minute Video (Provided by Sponsor)				
Host Virtual Networking Sessions	VIP Networking Session	General Attendee Networking Session			
Opportunity to Speak	3-minute Live Welcome Address & Honoree Introduction	1-minute Live Address & Honoree Introduction	Mentioned in Opening Remarks	Mentioned in Opening Remarks	
Digital Sponsor Booth	Large Booth with Top Placement & Live 2-Way Video with Attendees	Large Booth with Preferred Placement & Live 2-Way Video with Attendees	Medium Booth & Live 2-Way Video with Attendees	Small Booth & Live Chat with Attendees	Small Booth
Tickets to Event & Access to VIP Networking	Unlimited	20	10	5	2
Recognition on Emails, Social Media, Website & Event Platform	Included as “Organizational Partner” on all Marketing Materials through 2021	Large Logo & Link	Medium Logo & Link	Small Logo & Link	Small Listing & Link

COVID-19 has impacted many of our organizations financially this year—VCEDA will gladly tailor a sponsor package appropriate for your company or agency. Your meaningful sponsorship not only underwrites our event activities but also supports VCEDA’s mission at large.

## DESCRIPTION OF BENEFITS:

### Exclusivity:

Only one 50th Anniversary Organizational Partner will be available. Our 50th Anniversary Organizational Partner will receive top-level recognition during all pre-conference marketing, throughout the conference, at all post-conference forums/meetings, and will be listed on all of VCEDA’s marketing materials through December 2021.

### 1st Right of Refusal for 2021 Conference:

The 50th Anniversary Organizational Partner can reserve the title with benefits as the top exclusive sponsor for the 51st BOC in 2022.

### Welcome/Promotional Video on Registration Page:

The 50th Anniversary Organizational Partner can provide a 3-minute promotional video for the virtual event registration page. Every attendee will see this video when they register.

### Host Virtual Meet-Up Sessions:

The 50th Anniversary Organizational Partner will host a VIP Networking Session prior to the virtual conference. The VIP Networking Session includes all event sponsors, 2021 honorees, and VCEDA board members. All Platinum Sponsors can host General Attendee Networking Sessions, open to all event attendees. Host sponsors will be listed in the session title and will have the honor of leading the networking session discussion.

### Opportunity to Speak:

Our 50th Anniversary Organizational Partner will have the opportunity to give a live 3-minute welcome address to all attendees during the opening of the virtual conference. All Platinum Sponsors will have the opportunity give a live 1-minute address to all attendees during the program.

### Digital Sponsor Booth:

Bronze Sponsors and higher are provided an interactive digital booth on the virtual platform. Digital booths are customizable spaces sponsors can use to highlight their organization, interact with attendees and gather real time analytics. Sponsors are encouraged to add their logo, website and social media links, documents, videos, and other collateral for attendees to view. Silver Sponsors and higher have the ability to do live, 2-way video interaction with attendees. Bronze Sponsors may interact with attendees via chat.

### Tickets to Event & Access to VIP Meet-Up Session:

All sponsors receive complimentary tickets to the virtual conference and VIP Networking Session based on level of commitment. Sponsors may donate their tickets if so desired.

### Recognition on Event Website, Emails & Social Media:

All sponsors will receive recognition on all event marketing materials including the VCEDA website, all promotional emails, the registration page, and are thanked on social media based on level of commitment.

## FOR MORE INFORMATION OR TO CUSTOMIZE YOUR SPONSORSHIP:

None of these levels feel right for your organization?

Contact us to create a custom package.

Can’t visualize what the platform & sponsor marketing benefits look like?

Contact us for a demo of the event platform.

### Cecily Hendricks

Conference Coordinator

(805) 500-6610 x 105 | Info@VCEDA.org





# ABOUT THE VENTURA COUNTY ECONOMIC DEVELOPMENT ASSOCIATION (VCEDA)

Our mission to advocate for policies, legislation, and programs that stimulate business and a vital economy as the foundation for a vibrant quality of life in Ventura County.

In 1949, VCEDA was founded as a quasi-department of the Ventura County government and was known then as the Ventura County Chamber of Commerce. In 1961, the organization changed its name to the Ventura County Economic Development Association (VCEDA).

Today, VCEDA is recognized as the regional voice of business on issues affecting the economy in Ventura County and California. VCEDA is funded by membership dues and sponsorships. In return, VCEDA provides the **leadership, advocacy, intelligence, networking** and **support** necessary for success in today's business climate.

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