



Dear Colleagues:

The San Diego County Water Authority, State of California, and the Public Agency Consortium (PAC) once again invite you to participate in the "12th Annual Paths to Partnerships Regional Forum" (Paths). This has been such a successful annual event that many people attend year-after-year to develop new contacts, maintain ongoing ones, and get the most current information on contracting opportunities.

Date: Thursday, October 21, 2010

Location: San Diego Convention Center

Time: Registration begins at 7:30 a.m. Exhibit Hall opens at 8:30 a.m.
Programs begin at 9:00 a.m.

Paths is a collaborative regional outreach event for small businesses interested in working with public agencies. It provides attendees with an opportunity to learn about government contracts and to forge business relationships with public agencies, prime contractors, consultants, and other government contractors. The objective of Paths is to provide a one-day forum for businesses to network with each other and decision makers, and to gain access to information needed for success in government contracting.

Due to support from organizations like yours, last year's event was extremely well received, with 800 attendees, 10 educational workshops, and 80 exhibit booths. We are asking that you review our sponsorship levels and let us know how best your firm can participate in Paths. With your help, we want to reach many more small businesses with the hope that they can become successful bidders on public agency and government projects.

Here are several ways that you can help:

1. Read the Sponsorship Levels attached and email your Commitment Form response.
2. Plan to attend and support Paths (\$50 per person – early bird; \$60 after 9/27).
3. Send representatives to Paths and plan to sponsor your own exhibit table for \$500 (two lunch tickets are included per table). Exhibit tables are limited to the first 100 sponsors.
4. Choose one of the expanded sponsorship levels, which include an exhibit table, additional tickets, and further recognition of your organization on the website and at the event.

Please let us know your level of support for the event by completing the Commitment Form and emailing it to lmaynard@sdewa.org. Thank you for your ongoing support of the Paths to Partnerships Regional Forum.

Sincerely,

Emily Yanushka
SCOOP Manager

**12th Annual
Paths to
PARTNERSHIPS
Regional Forum**

The 12th Annual Paths to Partnerships Regional Forum is a collaborative regional outreach event for small businesses interested in working with public agencies. It provides firms with an opportunity to learn about government contracts and forge business relationships with public agencies and other government contractors.

Sponsorship Packages

Paths to Partnerships has several sponsorship packages which were developed to accommodate varying levels of participation. Whether you are a small business, prime contractor, or government agency, the sponsorship packages offer a variety of opportunities to be part of the region's foremost networking and contracting opportunity event.

All Sponsorships will be coordinated through Lorise W. Maynard at lmaynard@sdewa.org (858) 522-6622.

Special Notes and Instructions:

- ◆ Complete and submit your commitment form (attached)
- ◆ Submit sponsorship payments and registrations Submit logos and coordinate event particulars. Please provide logos **in Illustrator or EPS format**, in high resolution.
- ◆ For panelists and speakers, biographies are limited to one paragraph of 75 words or less. Color photo size is preferred at 8" by 10" or may be submitted in a high-resolution electronic graphic format. Biographies and photos.
- ◆ The Bronze sponsor that includes an exhibit table will be issued on a first come first serve basis until they are gone. Paths has 100 tables to be sold.

Register and Pay with PayPal for event online at: www.pathsreg.org

Click on the Event Registration button.

PayPal allows you to pay by **electronic check/bank account** (if you have a PayPal account) or **by credit card**.

If you are paying by printed check, please make checks payable to "San Diego County Water Authority" and reference Paths to Partnerships.

All checks must be postmarked by October 1, 2010. *Once you have completed your online registration, please complete the Paths Order Form Invoice, make a copy of the registration data, and mail it and your check to:*

Lorise W. Maynard, Public Affairs
Paths to Partnership Project Manager
San Diego County Water Authority
4677 Overland Avenue, San Diego, CA 92123

Other Exhibit Table Registration:

Register online or purchase a table at www.pathsreg.org

For general questions contact (858) 522-6515 or scoop@sdewa.org

SPONSORSHIP LEVELS / EXHIBIT TABLES**Premier Collaborative Level - \$10,000**

- ◆ Opportunity to host independent workshop and participate and/or solicit panelists of your preference
- ◆ Speaker opportunity
- ◆ 20 exhibit tables with priority placement
- ◆ 40 individual registrations (includes lunch and 1 priority placement lunch table – 10 per table)
- ◆ Primary logo and acknowledgement on all event materials (media advisories, press releases, promotional items, invitations, presentations, advertisements, marketing materials, signage, luncheon program Power Point, and website)
- ◆ Acknowledgement during the opening ceremony and luncheon programs
- ◆ Networking opportunities/attendance at all workshops

Platinum Level - \$5,000

- ◆ Opportunity to host independent workshop and participate and/or solicit panelists of your preference
- ◆ 8 exhibit tables with priority placement
- ◆ 20 individual registrations (includes lunch and 1 priority placement lunch table – 10 per table)
- ◆ Medium-sized logo and acknowledgement on media advisories, press releases, signage, luncheon program PowerPoint, and website
- ◆ Acknowledgement during the luncheon program
- ◆ Networking opportunities/attendance at workshops

Gold Level - \$2,500

- ◆ 2 exhibit tables
- ◆ 20 individual registrations (includes lunch – 10 per table)
- ◆ Small-sized logo and acknowledgement on signage, luncheon program PowerPoint, and website
- ◆ Acknowledgement during the luncheon program
- ◆ Networking opportunities/attendance at all workshops
- ◆

Silver Level - \$1,000

- ◆ 1 exhibit table
- ◆ 10 individual registrations (includes lunch – 10 per table)
- ◆ Listing on the luncheon program PowerPoint
- ◆ Networking opportunities/attendance at all workshops
- ◆ Your firm's name will be placed on the Paths to Partnerships event website

Bronze Level - \$500

- ◆ 1 exhibit table
- ◆ 2 individual registrations (includes lunch)
- ◆ Listing on the luncheon program PowerPoint
- ◆ Networking opportunities/attendance at all workshops
- ◆ Your firm's name will be placed on the Paths to Partnerships event website

In-Kind Sponsorships

In-kind sponsorships, as previously listed, are for firms, agencies, or small businesses that cannot contribute direct financial support to the event. In-kind contributions include production of signage, printing, lanyards, conference badges, conference bags and other giveaway items, or other related conference expenses, such as parking fees, and audio/visual equipment rental.

Additional Sponsor Benefits:

- ◆ Optional opportunity to partner with another firm as an in-kind sponsor
- ◆ Provide event title and content to Paths to Partnerships management for confirmation and approval by Paths to Partnerships management
- ◆ Submit up to two candidates to participate on a workshop panel for confirmation and approval by Paths to Partnerships management

Contributions and other ways you can assist us in spreading the word about Paths are:

- ◆ Email weekly event invitation blasts to media, business, and other professional organizations
- ◆ Distribute event invitations and fliers at appropriate meetings and trade shows
- ◆ Share media advisories and press releases prepared by Paths with your contacts
- ◆ Place event advertisements (choice of print, radio, newspapers, web, or other media)
- ◆ Promote Paths to Partnerships on your website and related “eMarketing” efforts and/or include a link on your website to the Paths of Partnerships event website
- ◆ Represent Paths to Partnerships at small business-related or professional organization meetings
- ◆ Provide a two-year forecast list of upcoming project/contract/partnering opportunities (Public agencies only)
- ◆ Provide two volunteers to work the event

Please note:

All ads and public relations materials will be provide to you camera-ready from the Water Authority.

Paths to Partnerships Commitment Form

12th Annual Paths to Partnerships Regional Forum
San Diego Convention Center, 111 West Harbor Drive, San Diego, CA 92101
Thursday, October 21, 2010

Company Name: _____

Address: _____

City / State / Zip: _____

Name of Contact: _____

Phone: _____

Email: _____

Yes! We will support the Paths to Partnerships event in the following ways:

As event sponsors:

Sponsorship Level _____ Commitment Amount \$ _____

- *Please indicate your preferred payment method:*
 - By Credit Card or Check through PayPal – please register and pay at www.pathsreg.org
 - By printed Check – please make check payable and mail it with the Path to Partnerships order invoice form.
 - **“San Diego County Water Authority”**

Attention: Paths to Partnerships
Public Affairs Department
4677 Overland Avenue, San Diego CA 92123

As volunteers:

- on the planning committee
- at the event

Please return this form via email or fax to: Lorise W. Maynard scoop@sdcwa.org, Fax: 858.522.6564 today.



San Diego County Water Authority

PATHS TO PARTNERSHIPS ORDER FORM INVOICE

DATE:

NAME:

FIRM/AGENCY NAME:

ADDRESS:

CITY, STATE, ZIP CODE:

RE: 2010 Paths to Partnerships Sponsorship/Exhibitor Registration

Sponsorship/Exhibitor Level

Type:

Amount:

Total Amount of Check:

**We regret that we cannot provide refunds for this event.*

Please remit this form and check made payable to:

San Diego County Water Authority

Attn: Paths to Partnerships

c/o Lorise Maynard

4677 Overland Ave.

San Diego, CA 92123