



Hello,

The **2018 California Environmental Assembly has been scheduled at McGeorge School of Law on February 24th, 2018** and we are preparing for our panelists and speakers to yet again supply an exciting and rewarding event. Last year was the first time we hosted it at McGeorge and their facility, staff, and hospitality made it a pleasure to be there. We received positive feedback on the facility and location and look forward to another great event at McGeorge.

PCL has hosted an annual legislative symposium covering topics of interest to our members, sponsors, and allies for decades. Each year we entertain new ideas and topics to include in our event. This year's theme ***New Strategies for Chaotic Times*** builds not only on recent events but also seeks to address a couple significant suggestions that came from last year's assembly, one of which was how to include more youth in all of our advocacy efforts and how all the organizations and stakeholders that have shared values can work better together. We have started working on the shared value interests in our policy and legislative work this year, but feel there is much more to be done on that front that could benefit all of us. Regarding youth and younger millennials in our advocacy work, we all need to work on that.

We plan on keeping much of our participatory workshop orientation that we included last year as many attendees commented on how much more interactive and engaging the workshops were. We plan on convening and strategizing on how we can all benefit from each other and work well together in our policy, advocacy, and organizational goals. Our goal is to have these tracks drive some specific next steps for participants to take back home to their communities as well as identify regional and statewide strategies for PCL and our allies to implement.

I am asking for your financial support in sponsoring our 2018 Assembly and have attached a packet outlining the daylong event with multiple workshops and sessions.

After 50 years of working on these issues and building diverse coalitions, PCL has the experience and expertise to help drive this essential work forward in the years to come. But we cannot sustain this work on our own. This multi-year process will involve extensive ongoing research, outreach, organizing, education, and policy work. Currently, PCL is reaching out to a series of organizations to co-sponsor and co-host the February 18th Assembly and partner with us these next years on this important effort. We need your sponsorship support to be successful.

You are also greatly encouraged to join us on February 24th and to participate in the Assembly workshops and then in the follow-up work. For more information on the Assembly please see the attached 2018 Sponsorship Packet and feel free to visit www.pcl.org/Assembly.

I look forward to speaking with you soon about your interest in sponsorship and your continued involvement in this critically important work.

Very Truly Yours,

Howard Penn
Executive Director



PCL's 2018 California Environmental Assembly

New Strategies for Chaotic Times

Sponsorship Packet

February 24, 2018 • McGeorge School of Law, Sacramento

California Legislative Assembly Overview

Each year PCL focuses on policy topics that are relevant and current in the California legislative process. We are planning to do so again this year with several important policy sessions as well as legal environmental issues and current court cases to watch.

Given the strong interest from last year's assembly on diversity and the shared values we all work so hard to protect and promote across California, we will be adding a topic track devoted entirely to the intersectionality of our shared values and organizational collaboration and co-advocacy strategies and plan to carry over this workshop theme to all our activities throughout the day.

Additionally, to reach out to the next generation of advocates we will add an environmental career fair. We will post open internships and jobs from the 100+ organizations in attendance that day to encourage youth to build a career in the field and develop the job skills to do so. Empowering the younger generations to continue the work ahead is critical to all of us.

Join the Planning and Conservation League on February 24, 2018 at McGeorge School of Law for our Annual Environmental Legislative Assembly.





2018 California Environmental Assembly

New Strategies for Chaotic Times

California Legislative Assembly Event Facts

What: The 2018 California Environmental Assembly

When: Saturday, February 24, 2018

Where: McGeorge School 3200 5th Ave, Sacramento, CA 95817

Who: Leading local and state elected officials, agency representatives, nonprofit and community leaders, attorneys, planners, and business representatives

Weblink: www.pcl.org/assembly

Speakers & Special Guests

Invited – Speakers

US Senator Kamala Harris

California Attorney General Xavier Becerra

Former Mayor Antonio Villaraigosa

Mr. Tom Steyer

Tentative Schedule

For an updated schedule please visit: www.pcl.org/assembly

7:30-8:30 AM	Registration & Continental Breakfast - Lecture Hall		
8:30-10:00 AM	Welcome & Opening Plenary Session - What Matters: Cross-interest Challenges in 2017 - Main Hall		
10:00-10:15 AM	Break		
	Shared Values Tract	Land Use & Transportation Tract	Legal Tract
10:15-11:45 AM	What Now?: Opportunities for Cross-interest Collaboration in 2018	Finding The Gap: The Disconnect Between Our Climate Policies and Our Land Use Decisions	California v. The Feds: Major Federal Legal Concerns for California
11:45-12:00 PM	Break		
12:00-1:15 PM	Lunch & Keynote - Main Hall		
1:15-1:30 PM	Break		
1:30-3:00 PM	Working Better Together: How Our Partnerships Need to Evolve to Win	Closing the Gap: Strategies to Achieve Our Goals for Environment and Equity	The People v. California: Setting the State Straight
3:00-3:15 PM	Break		
3:15-4:00 PM	Closing Plenary Session - Specific Actions for 2018 - Main Hall		
4:00 - 6:00 PM	Reception - Lecture Hall		

2018 California Environmental Assembly

New Strategies for Chaotic Times

Benefits of Support

Sponsorship Level	Co-Host	Gold	Silver	Bronze	Emerging	Contributing
BENEFITS OF SUPPORT	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Recognition in materials: emails, invitations, programs and signs	Logo	Logo	Name	Name	Name	Name
Logo displayed as the "Co-Host" in all print materials	X					
Logo displayed on the front cover of the event program	X					
Podium remarks at event from a company representative	X					
Official sponsor host of VIP Reception	X					
Podium remarks at VIP Reception from a company representative	X					
Company brochure included in event attendee materials	X	X	X			
Advertisement in event program	1/2 Page	1/4 Page				
Inclusion in all press releases to local media outlets	X	X	X			
Opportunity to display company materials on the resource table	X	X	X			
Complimentary tickets to the Symposium	8	6	4	2	1	1
Company listed prominently on PCL Website	Logo	Logo	Name	Name	Name	Name

California Legislative Assembly History

50 years ago, PCL was formed over concerns with California’s way of growing. While the economy was booming, air and water pollution increased dramatically, our precious natural resources were not being protected, and sprawling development was committing future generations to expensive infrastructure investments.

In response, PCL helped create a body of laws that regulated the environmental impacts of future growth. PCL has worked hard over the past decades by raising over \$20 billion to protect wetlands, floodplains, groundwater, wildlife corridors and agricultural lands from encroaching sprawl and to create urban parks and greenbelts. PCL also helped secure nearly \$8 billion for transit developments such as BART, MetroLink and other light rail systems.

Let's organize to defend our California environment in a way that improves our quality of life, enhances our economic development, and protects our environment while using our tax dollars efficiently.





2018 California Environmental Assembly

New Strategies for Chaotic Times

California Legislative Assembly Remittance Form

Company/Organization: _____

Contact Name: _____ Title: _____

Address: _____

City: State: Zip: _____

Telephone: _____ Fax: _____

Email: _____

Yes, we would like to participate as sponsors of the Planning and Conservation League's California Environmental Assembly.

Please check a level of support:

Co-Host: \$10,000

Gold: \$5,000

Silver: \$2,500

Bronze: \$1,000

Emerging: \$500

Contributing: \$250

We will contact you prior to the event for ad specifications on event materials and the names of your guests.

Mail Sponsorships to: The Planning and Conservation League Attn: Assembly Sponsorship, 1107 9th Street, Suite 901, Sacramento, California 95814.

Please make checks payable to: PCL or PCL Foundation (PCLF checks are tax deductible)

For inclusion in event materials, please return this form by **Thursday, February 1, 2018**. For questions contact PCL staff at: events@pcl.org (916) 822-5636.

