

SPONSORSHIP OPPORTUNITIES

FOR THE 2025

ANNUAL CONFERENCE



Dive into three dynamic days of making important connections, information sharing and learning opportunities. Engage with CALAFCO members and regional leaders as we examine and discuss today's most pressing topics on growth, sustainable land use, and community resilience. This year's lineup of guest speakers and keynotes will deliver fresh perspectives and real-world strategies, sparking meaningful dialogue and collaboration.

With a unique mix of elected officials, experts, and stakeholders all in one place, there's no better opportunity to expand your network and amplify your impact. Don't miss the opportunity to be part of this one-of-a-kind gathering that empowers the future of LAFCO work!



Conference sponsorship offers opportunities to have direct interaction with LAFCO staff, members, and regional leaders. As a 501(c)(3) charitable organization, CALAFCO sponsorships may also provide tax benefits. Your support enables us to deliver high-quality programs, bring in thought-provoking speakers, and foster a collaborative space for leaders to tackle today's toughest challenges.

We invite you to choose one of the sponsorship levels below and confirm your commitment by **Wednesday, September 17, 2025**, for high-profile sponsorships or **Friday, October 3, 2025**, for all other opportunities to ensure your organization is featured in our Conference materials and recognized during the event. Together, let's make a lasting impact.

Sponsorship levels for the 2025 Conference include:

- » **Supporting Sponsor (\$500)**
- » **Horizon (\$1,500)**
- » **Trailblazing (\$2,000)**
- » **Innovative (\$2,500)**
- » **Visionary (\$4,500)**
- » **Business card-sized ad in program (\$250)**
- » **Elevator wraps:**
Full (\$2,000) – door/3 wall/floor
Partial (\$1,000) – pick 1 option
- » **Partial sponsor of morning or afternoon break (\$1,000)**

SPONSORSHIP DEADLINE:
FRIDAY, OCTOBER 3, 2025

HIGH-PROFILE SPONSORSHIPS

- » **Premier (\$6,000)**
only 3 at this level
- » **VIP keynote speaker sponsor (\$25,000)**

SPONSORSHIP DEADLINE:
WEDNESDAY, SEPTEMBER 17, 2025



Featuring Keynote Speaker:

DAVID MARQUET

Former Nuclear Submarine Commander

Student of Leadership and Organizational Design

Bestselling Author

Thank you for your partnership with CALAFCO. We appreciate your support and look forward to seeing you at the 2025 CALAFCO Conference!

REGISTRATION IS NOW OPEN. Scan the code or visit <https://qrco.de/bgBkrL>



CALAFCO, 1451 River Park Drive, Suite 185, Sacramento, CA 95815-4520
Phone: (916) 442-6536 | Email: info@calafco.org | www.calafco.org

Sponsorship Details

2025 CALAFCO Annual Conference | October 22 – 24, 2025

HIGH-PROFILE SPONSORSHIPS



Premier Sponsor – \$6,000 (only 3 at this level)

- ♦ Exclusive sponsor of one general session
- ♦ Exclusive session signage
- ♦ Introduction of session to audience
- ♦ Prominent exposure on event signs and conference program
- ♦ One item of branded merchandise included in attendee packet
- ♦ Display table in sponsor exhibit area
- ♦ Ad in program: full page
- ♦ One complimentary registration + one additional complimentary registration for gold associate members



VIP Keynote Speaker Sponsor – \$25,000

- ♦ Exclusive signage
- ♦ Exclusive Wednesday night VIP reception for 10 people with the Keynote Speaker
- ♦ Introduction of speaker and facilitation of the Q&A portion of the keynote address
- ♦ Acknowledgment in a statewide media release post-event
- ♦ Photographs with Keynote Speaker
- ♦ Prominent program and conference recognition
- ♦ Display table in sponsor exhibit area
- ♦ Company name printed on attendee lanyard
- ♦ Two items of branded merchandise included in attendee packet
- ♦ Two complimentary registrations

**SPONSORSHIP DEADLINE:
WEDNESDAY, SEPTEMBER 17, 2025**



Supporting Sponsor – \$500

- ♦ Prominent exposure on event signs and conference program
- ♦ Ad in program: business card-sized



Horizon Sponsor – \$1,500

- ♦ Prominent exposure on event signs and conference program
- ♦ Display table in sponsor exhibit area
- ♦ Ad in program: ¼ page



Trailblazing Sponsor – \$2,000

- ♦ Prominent exposure on event signs and conference program
- ♦ Display table in sponsor exhibit area
- ♦ Ad in program: ¼ page
- ♦ One complimentary registration



Innovative Sponsor – \$2,500

- ♦ Prominent exposure on event signs and conference program
- ♦ Brochure included in attendee packet
- ♦ Display table in sponsor exhibit area
- ♦ Ad in program: ½ page
- ♦ One complimentary registration



Visionary Sponsor – \$4,500

- ♦ Prominent exposure on event signs and conference program
- ♦ One item of branded merchandise included in attendee packet
- ♦ Display table in sponsor exhibit area
- ♦ Ad in program: Full page
- ♦ One complimentary registration + one additional complimentary registration for gold associate members



Business card-sized ad in program – \$250



Elevator wraps

Full elevator wrap – \$2,000

(includes outside door, 3 inside walls, floor)

Partial elevator wrap – \$1,000

(includes one of the above)



Partial sponsor of morning or afternoon break – \$1,000

- ♦ Prominent exposure on event signs and conference program
- ♦ Acknowledgment in general sessions

WE ARE GRATEFUL FOR YOUR SUPPORT!

**SPONSORSHIP DEADLINE:
FRIDAY, OCTOBER 3, 2025**

Sponsorship Registration Form

2025 CALAFCO Annual Conference | October 22 – 24, 2025

SPONSORSHIP CATEGORIES

Sponsorships are allotted on a first come, first served basis. **Please check your desired sponsorship:**

☐ **Supporting** ♦ \$500

☐ **Horizon** ♦ \$1,500

☐ **Trailblazing** ♦ \$2,000

☐ **Innovative** ♦ \$2,500

☐ **Visionary** ♦ \$4,500

☐ **Premier** ♦ \$6,000*

– only 3 at this level

☐ **VIP Keynote Speaker** ♦ \$25,000*

☐ **Business Card-size Ad** ♦ \$250

– in program

☐ **Elevator Wraps: Full** ♦ \$2,000

– door/3 wall/floor

☐ **Elevator Wraps: Partial** ♦ \$1,000

– pick 1 option

☐ **A.M. or P.M. Snack Break** ♦ \$1,000

– partial sponsor of morning or
afternoon break

*New sponsors, please email
your logo to info@CALAFCO.org.*

Total Sponsorship enclosed: \$ _____

Firm Name (as you would like it listed in the program): _____

Contact Person: _____

Title: _____

Mailing Address: _____

City, State, Zip: _____

Email: _____

Contact Phone: _____

Payment must accompany sponsorship form. Please make checks payable to **CALAFCO**.

Mail form and remittance to:

CALAFCO

1451 River Park Drive, Suite 185, Sacramento, CA 95815-4520

EIN: 94-3312376

**WE ARE GRATEFUL
FOR YOUR SUPPORT!**

Conference Registration

Registration is now open! Visit www.calafco.org to register today.

Program details are also available on the CALAFCO website.

Hotel Reservations

Wyndham San Diego Bayside, Located at 1355 N Harbor Drive, San Diego, CA 92101

Please visit: <https://book.passkey.com/go/CALCAFCO2025> to make your hotel reservations or call 800-996-3426 and reference the **P1 CALAFCO 2025 Annual Conference** and provide the **Group Code: 102025CAL** to receive the discounted event rate of \$249 per night. Price includes in-room Wi-Fi. Price excludes parking, taxes and fees. Hotel reservation cutoff date is Monday, September 22, 2025. For more details, contact CALAFCO at (916) 442-6536.



Highlight your organization in the conference materials.

SPONSORSHIP DEADLINE: FRIDAY, OCTOBER 3, 2025 *All high-profile
sponsors must register by **WEDNESDAY, SEPTEMBER 17, 2025**, to secure your spot.

JOIN US FOR THE 2025

CALAFCO ANNUAL CONFERENCE

OCTOBER 22 – 24, 2025

Wyndham San Diego Bayside
1355 N Harbor Drive, San Diego, CA 92101

GENERAL SESSIONS INCLUDE:



How Am I Supposed to Know That??? Moving From Guessing to Knowing – A Fireside Chat – Sharing from a team of new and seasoned commissioners, EO & Counsel of the topmost important things they wish they or their commissioners knew (and the stories behind the lessons)



Where the Farmland Meets the Front Porch: How do LAFCOs Protect Ag Lands and Increase the Supply of Housing? – Explore how can/do we navigate the intricate juxtapose of ag land preservation and housing development



CALAFCO Legislative Update – The Good, The Bad, & The Future

BREAK OUT SESSIONS



Reimagining Governance & Growth for California's Forgotten Communities



Local Government Reorganization – What Tools Are In/Out of LAFCO's Toolbox?



Incorporations in the New World – What Makes Them Successful?



Cleared for Takeoff: Using Technology to Bring LAFCOs Into the 21st Century

Featuring Keynote Speaker:
DAVID MARQUET



Former Nuclear Submarine Commander | Student of Leadership and Organizational Design | Bestselling Author

REGISTRATION IS NOW OPEN!

Scan the code below or visit <https://qrco.de/bgBkrL> to register.

Wyndham San Diego Bayside

1355 N Harbor Drive
San Diego, CA 92101



Make your hotel reservations now at the special CALAFCO rate of \$249 per night (excludes taxes, fees and parking). Book before September 22, 2025.

TO MAKE HOTEL RESERVATIONS, PLEASE VISIT:

<https://book.passkey.com/go/CALAFCO2025>

or call 800-996-3426 and reference the **P1 CALAFCO 2025 Annual Conference** and provide the Group Code **102025CAL**.

Secure your spot today and don't miss out on:

- ✓ Statewide perspectives and discussions with LAFCO leaders and partners
- ✓ Regional caucuses/Board elections
- ✓ Important CALAFCO Annual Business Meeting
- ✓ Regional and Attorney roundtables
- ✓ Special keynote speaker – Bestselling Author David Marquet
- ✓ Sponsor networking reception
- ✓ Focused general and breakout sessions
- ✓ Celebration of service and collaboration



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Join Us at the 2025 CALAFCO ANNUAL CONFERENCE

Wyndham San Diego Bayside | 1355 N Harbor Drive, San Diego, CA 92101

TUESDAY – OCTOBER 21, 2025

Pre-Conference Activities *To be Announced Soon*

WEDNESDAY – OCTOBER 22, 2025

- 9:00 a.m. Pre-Conference General Session: So, You Think You Know LAFCO? Challenge & Expand Your Knowledge in The LAFCO Pyramid
- 1:30 p.m. Conference Opening
- 2:00 p.m. General Session with Keynote Speaker – *Bestselling Author David Marquet*
- 3:15 p.m. Refreshment Break with Sponsors
- 3:30 p.m. General Session: How Am I Supposed to Know That??? Moving From Guessing to Knowing – A Fireside Chat
- 5:15 p.m. CALAFCO Welcome Reception
- 6:45 p.m. Dinner on Your Own

THURSDAY – OCTOBER 23, 2025

- 7:30 a.m. Breakfast Buffet
- 8:00 a.m. Regional Caucus Meetings and Elections
- 9:00 a.m. CALAFCO Annual Business Meeting
- 10:30 a.m. Refreshment Break with Sponsors
- 10:45 a.m. Regional and Attorney Roundtables
- 12:00 p.m. Lunchtime Chat with Keynote Speaker – *CA State Senator Dave Cortese, District 15 (pending confirmation)*
- 1:45 p.m. **BREAKOUT SESSIONS**
 - 1) Reimagining Governance & Growth for California's Forgotten Communities
 - 2) Incorporations in the New World – What Makes Them Successful?
- 3:00 p.m. Refreshment Break with Sponsors
- 3:45 p.m. **BREAKOUT SESSIONS**
 - 1) Local Government Reorganization – What Tools Are In/Out of LAFCO's Toolbox?
 - 2) Cleared for Takeoff: Using Technology to Bring LAFCOs Into the 21st Century

- 5:30 p.m. CALAFCO Pre-Dinner Cocktail Reception With Sponsors
- 6:30 p.m. CALAFCO Awards Banquet

FRIDAY – OCTOBER 24, 2025

- 7:30 a.m. Breakfast Buffet
- 7:30 a.m. CALAFCO Board of Directors Breakfast and Meeting
- 9:00 a.m. General Session: Where the Farmland Meets the Front Porch: How do LAFCOs Protect Ag Lands and Increase the Supply of Housing?
- 10:30 a.m. Refreshment Break with Sponsors
- 10:45 a.m. General Session: CALAFCO Legislative Update: The Good, the Bad & the Future
- 12:00 p.m. Conference Adjourns

**REGISTRATION IS
NOW OPEN.**

Scan the code or visit
<https://qrco.de/bgBkrL>



About Us

The California Association of Local Agency Formation Commissions (CALAFCO) is a 501(c)3 non-profit founded in 1971. CALAFCO serves as an organization dedicated to assisting member LAFCOs with educational, technical, and legislative resources that otherwise would not be available. The Association guides state-wide coordination of LAFCO activities, serves as a resource to the Legislature and other bodies, and offers a structure for sharing information among the various LAFCOs and other governmental agencies.

Mission and Vision

The CALAFCO Mission is to promote efficient and sustainable government services based on local community values through legislative advocacy and education, which we accomplish in alignment with our core values of Dependability, Efficiency, Honesty, and Transparency.