

19th Annual



PARTNERSHIP OPPORTUNITIES



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{ OVERVIEW }

The [2017 Cause Conference](#) uniquely features structured application of topics, customized learning experience, and quality engagement opportunities. Attendees, sponsors and exhibitors alike mutually benefit from the opportunities to participate in problem-solving, consultative interactions, and quality exchanges.

There are many ways to become a conference Partner. Let's get creative and explore unique opportunities together. The sky's the limit!

2017 Cause Conference Details

- **VENUE:** UC San Diego's Price Center
- **DATES:** Thu, Sep 7, 2017: VIP Event (daytime) + #CauseSD Cocktail Reception (evening)
Fri, Sep 8, 2017: Cause Conference (full day)
- **THEME:** **Maximizing Your Impact Through the Power of Purpose**
- **AUDIENCE:** Executive leaders, marketers, donors, and social entrepreneurs of the region's top purpose-driven businesses, organizations, and nonprofits.
- **CONTACT:** Our dedicated Sponsorship team cares about maximizing the mutual benefits of conference partnership. Let's connect and custom-develop a winning partnership today! Email david@sdama.org

Vision

Three of San Diego's key purpose-driven organizations team up to collectively deliver an exhilarating, educational, and impactful conference experience empowering hundreds of attendees. #CauseSD will feature invaluable information, contacts, and resources to accelerate the impacts of purpose-driven organizations, campaigns, and missions.



{VALUE TO OUR PARTNERS }

For the first time ever, San Diego AMA is co-hosting the Cause Conference with multiple, purpose-driven organizations: Conscious Capitalism SD and SD Nonprofit Association. Expect approximately 300 to 400 business executives, senior marketers, nonprofit leaders, and social entrepreneurs of top San Diego organizations. A majority own or heavily influence investment decisions within their companies and come to the conference with clear, problem-solving objectives in mind.

As a Partner with us, you will have the unique opportunity to:

- **Triple the value and impact** of your cash sponsorship through our conference advertising and media partners
 - Exposure through traditional media (print, radio and TV) and digital media advertising. Estimated over 500,000 media impressions and value of more than \$30,000.
- **Secure a “seat at the table” to collaborate** with leaders in the industry to intimately discuss and share innovative best practices on how to leverage the power of purpose to create impact on your culture, revenue and the world.
- **Develop strategic partnerships** with other leading businesses to create opportunities that maximize your impact
- **Elevate your business** - brand, products and services - in the hearts and minds of our 12,000+ membership base pre-conference, during-conference and post-conference
- **Inspire your culture** by encouraging your team’s participation to gain actionable strategies and tactics that they can immediately implement to amplify impact at your organization

{ BRANDS }

Here's a list of familiar brands that attend the Cause Conference:

<p>2-1-1 San Diego Alliance Healthcare Foundation American Cancer Society American Council on Exercise American Heart Association Archi's Acres Barney & Barney Boys & Girls Club California Coast Credit Union Care + Wear CBS Change.org Chipotle Mexican Grill Citibank Classy County of SD Cox Communications CSU San Marcos Feeding America Frontstream GEICO GOOD Media Grand Pacific Resorts Green Flash Brewing</p>	<p>Habitat for Humanity Humane Society IBM Interfaith Shelter Network Invisible Children Jacobs Center Jewish Family Service Junior League of SD KPBS La Jolla Playhouse Marine Corps Community Services Mission Edge SD Mission Federal Credit Union National MS Society National University NBC 7 SD North County Health Services Petco PFLAG Phillips Planned Parenthood Plum Organics Point Loma Nazarene University Posiba</p>	<p>PR Newswire PwC Qualcomm REI Salk Institute Samsung San Ysidro Health Center SD Business Journal SD Center for Children SD Civic Youth Ballet SD Food Bank SD Grantmakers SD Museum of Art SD Opera SD Padres SD Police SD Unified School District SD Workforce Partnership SD Zoo SDG&E / Sempra Energy SDSU SeaWorld Sony Electronics South Bay Community Services</p>	<p>Suja Juice Susan G. Komen Foundation Taproot Foundation The Honest Company The SD Foundation Time Warner Cable TOMS TriNet U-T San Diego UCSD Union of Pan Asian Communities United Way of SD County USD Voice of San Diego Voices for Children VolunteerMatch Volunteers of America Walden Family Services Waxie Wells Fargo Western Healthcare Alliance Wounded Warrior Project YMCA</p>
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{ 2016 SPONSORS }



#CauseSD

sdama.org/sponsorCC

Start Partnering Today!

Email David.Palmer@SDAMA.org

{ SPONSORSHIP PACKAGES }

Our standard packages are designed to provide value to you across all AMA, CCSD, and SDNA channels! Let's connect and customize to align with your unique sponsoring goals and strategic customer targets.

Category Level	Presenting Title Partner \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,250
Opportunities Available:	1	1	3	4	5
Pre-Conference Benefits					
Event Website: Logo & link	Premium, "Presented by" designation	Prominent	Proportional	Proportional	Proportional
Email Promos: Logo & link	Premium, "Presented by" designation	Prominent	Proportional	Proportional	Proportional
TV Spots:	Premium, "Presented by" designation	Prominent	Proportional	Proportional	~
Social Video Ads: 10K+ reach	Premium, "Presented by" designation	Prominent	Proportional	Proportional	~
Radio Ads:	"Presented by" designation	Mentioned second	Mentioned third	~	~
Print Ads: Imp = 350k Giving Back, SDBJ	Premium, "Presented by" designation	Prominent	Proportional	~	~
Social Media: Value-add Posts	4 posts/mo	3 post/mo	2 posts/mo	1 post/mo	1 post
Media Interviews & Press Releases	Dedicated press release; mentioned in all	Name mention	Name mention	~	~
Other Org Cross-Promos: Reach TBD	Yes	Yes	Yes	Yes	Yes
On-Site Engagement Benefits					
Naming & Underwriting	Exclusive "Conference Presented by" designation	Mixer or Keynote/Meal	HH or Breaks	~	~
Expo Table: + 2 all-access passes	Premium spot	Prominent spot	Included	+\$297	+\$497
All-Access Pass	4 - \$1,196 value!	3 - \$897 value!	2 - \$598 value!	1 - \$299 value!	1 - \$299 value!
Guest Discount: 15% off code	Yes	Yes	Yes	Yes	Yes
Program Booklet	Premium, "Presented by" designation; 50-word bio	Prominent logo	Proportional logo	Proportional logo	Text Listing
Program Ad: In booklet	Full-page (inside cover)	½-page (back-inside cover)	¼ page	~	~
Mobile App: Logo size and link	Premium homepage placement + profile	Prominent placement + profile	Placement + profile	Profile	Profile
Signage (printed by host)	Premium logo + table tents on all banquet tables	Prominent logo	Proportional logo	Proportional	Text Listing
Sponsor Banners: Common areas	1 common area, 1 mainstage, co-branded podiums	2 spots available	1 spot available	~	~
Attendee Name Tags	Premium, "presented by" designation	Opp to provide lanyard	~	~	~
Swag Bag: Provide promo products	Included, plus table drop*	Yes	Yes	Yes	Yes
Mainstage Slides: Logo size	Premium, "presented by" designation all day	Prominent	Proportional	Proportional	Proportional
Mainstage Recognition: Verbal	90-sec video to audience + 20-word descp	30-sec video + 15-word descp	10-word description	5-word description	Company name
Others:	Step-and-repeat co-branding, contest judge, more!	Contest judge	TBD	TBD	TBD!
Post-Conference Benefits					
Email + Website Recap: Logo, link	Premium logo, with "presented by" designation	Prominent	Proportional	Proportional	Proportional
Attendee List: Demographic Data	Yes	Yes	Yes	Yes	Yes

*Deliverables must be received by deadline to ensure fulfillment.

{ IN-KIND & MEDIA SPONSORSHIP }

Join us in delivering an exceptionally high-quality learning and networking experience by lend your products and services! We can customize benefits to align with your customer needs! *Services needed: media, photography, print, mailing, media, and more!*

Trade Retail Value:	\$20,000+	\$12,500 - \$19,999	\$7,500-12,499	\$2,500-\$7,499
Pre-Conference Benefits				
Event Website: Logo & link	Premium	Prominent	Proportional	Proportional
Email Promos: Logo & link	Premium	Prominent	Proportional	Proportional
TV Spots:	Premium	Prominent	Proportional	Proportional
Social Video Ads: 10K+ reach	Premium	Prominent	Proportional	~
Radio Ads:	Premium mention	Mentioned second	Mentioned third	~
Print Ads: Imp = 350k Giving Back, ___ SDBJ	Premium	Prominent	Proportional	~
Social Media: Value-add posts	2 posts/mo	1 post/mo	1 posts/mo	~
Media Interviews & Press Releases	Yes + description	Yes	~	~
Other Org Cross-Promos: Reach TBD	Yes	Yes	Yes	Yes
On-Site Engagement Benefits				
Naming & Underwriting	Break	~	~	~
Expo Table: + 2 all-access passes	Premium spot	Included	+\$297	+\$497
All-Access Pass	4 - \$897 value!	3 - \$598 value!	2 - \$299 value!	1 - \$299 value!
Guest Discount: 15% off code	Yes	Yes	Yes	Yes
Program Booklet	Premium	Prominent	Proportional	Test listing
Program Ad: In booklet	½-page color	¼-page color	~	~
Mobile App: Logo size and link	Homepage placement + profile listing	Profile listing	Profile listing	Profile listing
Signage: (printed by host)	Premium logo	Prominent	Proportional	Proportional
Sponsor Banners: Common areas	2 spots available	1 spot available	~	~
Swag Bag: Provide promo products	Yes	Yes	Yes	Yes
Mainstage Slides: Logo size	Premium	Prominent	Proportional	Proportional
Mainstage Recognition: Verbal	15-word description	10-word description	5-word description	Company Name
Post-Conference Benefits				
Email + Website Recap: Logo, link	Premium	Prominent	Proportional	Proportional
Attendee List: Demographic Data	Yes	Yes	Yes	Yes

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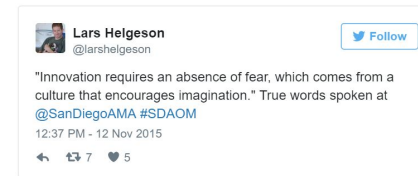
{ EXHIBITOR TABLES }

Share your unique products, services, and value proposition and engage with purpose-oriented business people through meaningful, one-to-one interactions. As an exhibitor, you'll be central to the conference experience, optimally positioned in front of hundreds of attendees. You also get:

- **2 ALL-ACCESS PASSES:** Use however you wish! Staff your booth, attend our award-winning sessions, and enjoy the pre-con kickoff mixer!
- **EXHIBITOR DIRECTORY:** Listing included on website, conference mobile app, and other day-of spots
- **ENGAGEMENT ACTIVITY:** Drive *quality* traffic to your booth.
- **EXHIBITION CONSULTATION:** We're here to help with suggestions and winning best practices that engage and convert!

\$997: Book Your Exhibitor Table Now

Don't delay! All tables sold out early last year!



{ YOUR SPONSORSHIP TEAM }

Meet the #CauseSD Sponsorship team who donate time and expertise to create valuable business partnerships! We want your investment to be a success. We look forward to personally connecting your business with San Diego's purpose-driven organizations!



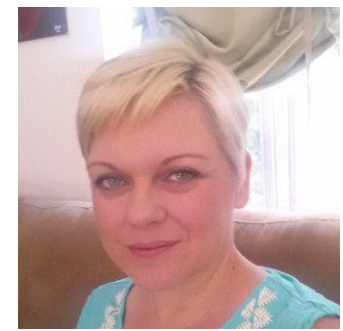
Danielle Grassi



Leticia Meireles



Kori Joneson



Jodi Wright