SCAG

General Assembly Host Committee:
Overview of Roles, Responsibilities and Sponsorship Goals

January 25, 2023

WWW.SCAG.CA.GOV

SCAG

WHO IS THE HOST COMMITTEE:

The Host Committee is composed of Regional Council members who assist with sponsorship solicitation to support the annual Regional Conference & General Assembly.

Host Committee (Monthly) Scheduled Meetings

STAFF ROLE:

Provide overview of status on sponsorships, answer questions regarding solicitation process, provide event updates for sharing with potential sponsors and attendees.

- **Wednesday, January 25, 2023 at 10:00 a.m.** *(REMOTE PARTICIPATION: VIA ZOOM)*
- **Thursday, February 16, 2023 at 10:00 a.m.** *(REMOTE PARTICIPATION: VIA ZOOM)*
- **Wednesday, March 22, 2023 at 10:00 a.m.** *(HYBRID: IN-PERSON / VIA ZOOM)*
- **Thursday, April 13, 2023 at 11:00 a.m.** *(HYBRID: IN-PERSON / VIA ZOOM)*

Host Committee 2023 Duties at the General Assembly

- All Host Committee members must attend the **General Assembly at the JW Marriott in Palm Desert, from May 4th to the 5th**
- All Host Committee members are strongly encouraged to attend the **President's VIP Reception on the evening of Wednesday, May 3rd**
- During the **President's VIP Reception on Wednesday, May 3rd**, the Chair of the Host Committee is slated to give brief welcome remarks thanking sponsors in attendance for their support of the event
- During the **Evening Reception on Thursday, May 4th**, the Chair of the Host Committee is slated to administer the prize drawing for the Sponsor Visit Contest

Host Committee Roles & Responsibilities

1. Members will need to become familiar with the SCAG Event Sponsorship Policy and Procedures, which will be emailed to all members following this meeting.

    - All Host Committee members will be required to complete and submit the **Conflict-of-Interest Statement Certification** on the last page of the SCAG Event Sponsorship Policy and Procedures, pertaining to the solicitation of sponsorships in support of events administered by SCAG, and to document compliance with SCAG's policies and procedures.

    - Members will receive the solicitation material once the Conflict-of-Interest Statement Certification is signed and received by SCAG staff (Special Events Producer, Perla Lopez).

Host Committee Roles & Responsibilities

2. Meet on scheduled dates to check in and share updates regarding the solicitation process.

3. Reach out to past sponsors by using solicitation material provided by SCAG staff:

    - **Contact List** of potential (past) sponsors, not listed in SCAG's vendor/consultant database (PlanetBids.com)
    Please note the sponsor contact list will consist of the 4 colored tabs pictured below:

GA23 MAIN LIST - SPONSORED LY	NOT CONFIRMED	DO NOT CONTACT FIRST	POTENTIAL
Green Tab: *List includes GA2022 Past Sponsors & Confirmed GA2023 Sponsors.* ***You may contact sponsors on this list**, if the column titled "Follow-up" (column P) is **BLANK**. If that column has the word "STAFF", that indicates staff has been in contact with the potential sponsor and will continue follow-up.	**Blue Tab:** *List includes past sponsors from 2019, who did not sponsor in 2022 and could potentially be interested in sponsoring this year.* ***You may contact sponsors on this list**, if the column titled "Follow-up" is **BLANK**.	**Burgundy Tab:** *List includes past sponsors who are on SCAG's Vendor/Consultant list.* ***PLEASE DO NOT CONTACT THESE SPONSORS**, unless they contact you first and indicate their interest in sponsoring again.These past sponsors initiated the first contact to SCAG staff. **SCAG staff verified that there was no "conflict of interest", before accepting*	**Purple Tab:** *This is a blank template for members to add the contact information of your potential sponsors.* **All Potential Sponsors need to be shared with SCAG staff to confirm there is no "conflict of interest", before initiating further solicitation.*

    - **Solicitation Email Templates** (for past sponsors and for potential sponsors)
    - **Sponsor Brochure** (PDF)

Sponsor Brochure

- **Sponsorship Deadline is Friday, March 31, 2023**

- Once a potential sponsor agrees to support, direct them to Special Events Producer Perla Lopez at lopezp@scag.ca.gov

- SCAG staff will reach out to confirmed sponsors reminding them about deliverables due before March 31st

---

Sponsorship Analysis

2019		2022		2023	
Goal Sponsorships	69	Goal Sponsorships	34	**Goal Sponsorships**	**60**
Goal Total	$350,000	Goal Total	$250,500	**Goal Total**	**$325,000**
Final Tally	**77**	**Final Tally**	**56**	**Invoiced Sponsors**	**17**
Final Total	**$355,400**	**Final Total**	**$322,500**	**Invoiced Amount**	**$137,000**
+17.70% over previous year (2018)		**-$32,900** **-9.30%** below previous year (2019)		**-$185,500.00** **-57.5%** as of January 25, 2023	

% to goal (as compared to same time last year)	
42.5% 2022 Final Total: $322,500	**42.2%** 2023 Goal Total (TBC): $325,000

COMMITTEE MEMBERS NEXT STEPS...

- Provide SCAG direction to SCAG staff on what the Committee agrees will be the 2023 sponsorship goal.

- Complete the Conflict-of-Interest Statement Certification, found on the last page of the SCAG Event Sponsorship Policy and Procedures, and submit to Perla Lopez at lopezp@scag.ca.gov **by Wednesday, February 1, 2023**

THANK YOU!

For more information, please visit:
scag.ca.gov/ga2023

Perla Lopez, Special Events Producer
lopezp@scag.ca.gov