



BE A LEADER IN ENVIRONMENTAL PROTECTION EFFORTS IN CALIFORNIA

The Planning and Conservation League (PCL) and Planning and Conservation League Foundation (PCLF) invite you to participate as a sponsor for our California Environmental Quality Act (CEQA) Workshop. The Environmental Center of San Luis Obispo County is working with PCLF to organize and host this event. Becoming a sponsor for this event is a great opportunity to show that your business or organization actively supports innovative ways of protecting the environment. Sponsorships are tax deductible to the fullest extent of the law.

PCL is a statewide alliance of individuals and environmental organizations united to protect California's environment through legislative action. For more than forty years, PCL has fought to develop a body of environmental law in California that has become the best in the United States. Our sister organization, PCLF, performs environmental public policy research and provides community workshops to empower local communities to participate in local and state environmental decision making processes.

The California Environmental Quality Act (CEQA) is California's premier environmental law, and is a powerful tool for public participation. It allows public agencies to make informed decisions about activities that could degrade public health and damage the environment. It also provides California residents with the legal framework to hold their public agencies accountable for decisions that may substantially alter the quality of their lives.

Over the next two years, PCL and PCLF will host 24 community workshops around the state that will (1) explain how local organizations can participate in the CEQA process to improve projects in their communities, and (2) discuss how CEQA's existing environmental review and mitigation requirements can be used to reduce or avoid the generation of greenhouse gases in order to help meet California's emission reduction goals.

WHAT: CEQA Workshop
WHEN: Saturday, February 9th, 2008
WHERE: County Government Center
1055 Monterey Street, Rooms 161 and 162
San Luis Obispo, CA 93408

The CEQA Workshop provides businesses and organizations the opportunity to showcase themselves in a number of ways depending on sponsor level, such as:

- Display space at the workshop to promote your business or organization
- Option to include marketing or outreach materials in event packet
- Free workshop registration for employees or members
- Acknowledgement as a workshop sponsor in event-related materials

*Don't miss this excellent marketing opportunity for your business or organization!
Sign up today as a sponsor for the CEQA Workshop.
See additional materials for more information about sponsorship levels.*

CEQA WORKSHOP SPONSOR LEVELS AND PACKAGES INCLUDE:

\$1,000+ GOLDEN EAGLE SPONSOR

- Ten complimentary registrations to the workshop
- Opportunity to put organizational materials in workshop packet
- High-traffic location for information table at workshop venue
- Logo on Workshop Agenda*
- Recognition as sponsor at registration table

\$500+ RED TAIL HAWK SPONSOR

- Four complimentary registrations to the workshop
- Opportunity to put organizational materials in workshop packet
- High-traffic location for information table at workshop venue
- Logo on Workshop Agenda*
- Recognition as sponsor at registration table

\$250+ CALIFORNIA QUAIL SPONSOR

- Two complimentary registrations to the workshop
- Space for organizational brochures at the information table
- Name listed on Workshop Agenda*
- Recognition as sponsor at registration table

\$100+ HUMMINGBIRD SPONSOR (AVAILABLE FOR NON-PROFITS ONLY)

- Space for organizational brochures at the information table
- Name listed on Workshop Agenda*
- Recognition as sponsor at registration table

AN IN-KIND SPONSOR**

- Space for organizational brochures at the information table
- Name listed on Workshop Agenda*
- Recognition as sponsor at registration table

Note: PCL and PCLF welcome in-kind contributions including: event space, catering, printing, travel, or lodging.

* Printing deadlines may apply, but every effort will be made to include sponsor information.

** Benefits will be according to the market value of the product or services donated.



CEQA WORKSHOP SPONSORSHIP FORM

**FEBRUARY 9, 2008
SAN LUIS OBISPO, CALIFORNIA**

SPONSORSHIP LEVEL

Please select a level of support below and complete your sponsorship online or by fax or mail a copy of this form. Checks should be made payable to the Planning and Conservation League Foundation, to the address listed below.

- | | | | |
|---|----------|--------------------------------------|--------------------------|
| <input type="checkbox"/> Golden Eagle | \$1,000+ | <input type="checkbox"/> Hummingbird | \$100+ |
| <input type="checkbox"/> Red Tail Hawk | \$500+ | <input type="checkbox"/> In-Kind* | T-shirts, Printing, etc. |
| <input type="checkbox"/> California Quail | \$250+ | | |

SPONSORSHIP INFORMATION

You can become a sponsor by completing this form or by going to our website and completing this form online via our secure webpage. Go to: www.PCLFoundation.org and follow the links to the San Luis Obispo CEQA Workshop.

Organization: _____

Contact: _____

Address: _____

City and State: _____ Zip: _____

Phone Number: () _____ Email: _____

Credit Card: _____ Exp. Date: _____

Sponsor Amount: \$ _____

Are you sending Representatives? _____ Will you need an information table? _____

How many Representatives are coming? _____ Will you provide materials for the packets? _____

If you are not using your tickets, may we use them as scholarships to send deserving individuals that may otherwise not be able to attend? _____ Are you submitting your logo by January 25 for inclusion on the Agenda? _____

Please mail or fax a completed sponsorship form with your payment (checks made payable to):

PLANNING & CONSERVATION LEAGUE FOUNDATION
 ATTN: René Guerrero
 1107 Ninth Street, Suite 360
 Sacramento, CA 95814
 Fax 916-448-1789

Have Questions? Call René Guerrero at 916-313-4508.