

# EAST BAY ECONOMIC DEVELOPMENT ALLIANCE

## SPONSORSHIP OPPORTUNITIES 2007-2008

Your organization's membership in East Bay EDA offers a variety of sponsorship opportunities. Sponsorship of one of our many publications, events or Internet newsletters is an excellent way to market your business/organization while demonstrating your support of economic development in the East Bay.

There are a variety of sponsorship opportunities throughout the year, but sponsorships are limited. To secure a sponsorship opportunity, contact Keith Sutton at (510) 272-3885 or [keith@eastbayeda.org](mailto:keith@eastbayeda.org). East Bay EDA's non-profit tax identification number is 94-6000501.

Click a sponsorship opportunity below to skip to details and pricing information, or scroll down to view all opportunities.

### EAST BAY EDA SPECIAL REPORTS

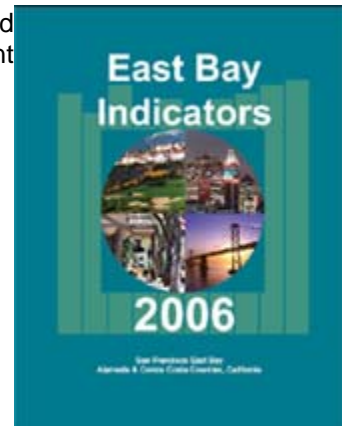
#### ANNUAL ECONOMIC INDICATORS REPORT

[Click to download 2006 Edition](#)

This annual report is published each Fall and benchmarks the economic and social performance of the region on a wide range of topics from employment and housing to transportation, education and the environment.

**Audience:** This publication is a resource to professionals seeking economic and social data and analysis regarding the East Bay region. The Annual Economic Indicators report is distributed to all East Bay EDA members as well as local, state and national elected officials, economic development organizations, foreign trade offices, visiting trade missions, business associations and inquiring businesses.

**Circulation:** 3,000 copies were printed in 2006. It is also accessible on the East Bay EDA website where it will be viewed by over 2,500 visitors within a year.



#### Sponsorship Details

**Sponsorship Level:** \$2,500 per page (3 pages available)

#### Sponsor Benefits:

- 1 page of advertisement (front inside cover and back cover - inside and outside)
- Website acknowledgment and link
- Widespread marketing opportunity with long term shelf life (previous years copies are maintained on the website that continue to be viewed)

## **BI-ANNUAL EAST BAY BUSINESS RESOURCE GUIDE**

[Click to download the 2006-2008 Edition](#)

This bi-annual publication is published in even numbered years. It is the principal marketing piece for the East Bay and is distributed at state and national trade shows, presented to business entities in other regions, states and foreign countries interested in doing business in the East Bay.

**Audience:** This directory of business resources is sent to East Bay EDA members, local city governments, chambers of commerce, and other organizations promoting business attraction and retention.

**Circulation:** 4,000 copies were printed for distribution throughout 2005 and 2006. This guide is also accessible on the East Bay EDA website where it will be viewed by over 3,000 visitors.



### **Sponsorship Details**

**Sponsorship Level:** \$6,500 per page (3 sponsorship pages available)

#### **Sponsorship Benefits:**

- 1 full page, four color advertisement (inside front and back covers and back cover page)
- 2 year distribution with long-term website viewing (most viewed page/publication on website)

## **EAST BAY EDA EVENTS**

### **EAST BAY EDA SPRING GENERAL MEMBERSHIP MEETING**

There are two (2) General Membership Meetings scheduled for 2007-08, but the Fall Membership event already has its Major Sponsor. These meetings are designed to benefit the members of East Bay EDA, but are also open to the public. These meetings provide opportunities for business networking, and information and resources on various business topics.

All meetings are video-taped for subsequent re-broadcast on Comcast's East Bay cable stations, and information on the event (including the sponsors & their links) are maintained on the website. The meetings usually attract 200+ attendees at the time of the event as well as additional television viewers.

Sponsorship of the May 9, 2008 Spring General Membership Economic Outlook is available.



[Click image to view the Spring 2007 Event Highlights](#)

This meeting features the East Bay Annual Economic Forecast, with keynote presentation by economists with the UCLA Anderson Forecast.

## **Sponsorship Details**

### **Major Event Sponsor \$5,000**

- Organization name and logo on promotional materials
- Organization acknowledgment at televised event
- Marketing information table at event
- Reserved seating for 10 attendees at event
- Acknowledgment and link on the East Bay EDA calendar of events and website
- Organization information and handout included in attendees' packets
- Reserved seating for 10 attendees at event
- Welcome by Sponsor

### **EAST BAY EDA LEGISLATIVE RECEPTION**

The next Legislative Reception will be held January 10, 2008. The reception provides East Bay EDA members an opportunity to meet local legislators and their respective staff. The session features an opportunity to discuss business concerns and areas of support with the East Bay delegation legislative priorities for the year. The recipient of East Bay EDA's "East Bay Vision Award" is also presented to an East Bay EDA member recognized for his/her body of work benefiting the economic development and quality of life in the East Bay.

**January 10, 2007, 5:30 PM - 7:30 PM**

**Oakland Museum, Oakland**



Click image to view 2007 Event Highlights

## **Sponsorship Details**

*2008 Event Sponsorship Currently Pending*

### **Sponsorship Levels:**

\$7,000 Major (Single) Event Sponsor or \$3,500 Co-Sponsor (two) Event Sponsors

### **Sponsorship Benefits:**

- Acknowledgment at event

Organization name and logo on promotional materials

Year-round acknowledgment on the East Bay EDA calendar of events and website

## **EAST BAY EDA BOARD OF DIRECTORS' RETREAT**

The retreat annually brings together the East Bay's business, government and community leadership to review the performance of the organization and identify issues and business concerns to be addressed for the coming fiscal year (July 2007 – June 2008). The retreat is usually attended by 60 members of East Bay EDA's Board of Directors, including leaders in the East Bay's private and public sectors.

**April 11, 2008 (Location TBD), 8:30am - 11:30am**



Click image to view 2007 Event Highlights

### **Sponsorship Details**

**Sponsorship Level:** \$3,000

**Sponsorship Benefits:**

- Acknowledgment at event.
- Organization name and logo on promotional materials
- Year-round acknowledgment on the East Bay EDA calendar of events and website.

## **EAST BAY EDA JOINT WORK SESSION POLICY FORUMS**

**5 Sessions Annually, Various Locations throughout the East Bay**

**2006-07 Locations included:** Embassy Suites - Pleasant Hill; Wendel, Rosen Black & Dean – Oakland; Alameda County Conference Center – Oakland; and Hayward City Hall – Hayward.

Joint policy work sessions are held on a bi-monthly basis and follow East Bay EDA Executive Committee meetings. Work session topics for the 2006-07 year were Transportation & Infrastructure, Goods Movement & Community Mitigation, Housing Policy and Workforce Development. Work sessions are co-sponsored by the East Bay's Chambers and Business Councils, and distribution of the event flyer and other promotional material reaches over 2,500 east bay business and government leaders.

### **Sponsorship Details**

**Sponsorship Level:** \$1,000 Major Event Sponsor

**Sponsorship Benefits:**

- Acknowledgment and welcoming remarks at Event
- Organization acknowledgement and logo on event flyer
- Year-round acknowledgment on the East Bay EDA calendar of events and website

## EAST BAY EDA WEBSITE AND E-MAIL NEWSLETTERS

### Sponsorship of www.eastbayeda.org

The East Bay EDA's website provides a very comprehensive compilation of data and information on the East Bay, and is widely used by businesses, bond rating agencies, site location consultants, researchers, local governments, special districts and local residents. The site holds over 5,800 files, and over 26,000 hyper links.

Website users are over 40% commercial, and visitors have come from over 90 countries.

#### **Sponsorship Details**

**Sponsorship Level:** \$6,000 (\$500 per month for a year)

#### **Sponsorship Benefits:**

- Website sponsorship acknowledgment (logo and link) on the homepage

[Click here to see previous year website statistics](#)

NOTE: Historical stats for [www.edab.org](http://www.edab.org) are provided as the transition to this new site has been ongoing throughout FY 2006-07.

In June 2007 [www.eastbayeda.org](http://www.eastbayeda.org) stats were: 6,519 Visitors; 21,911 Pageviews; 95,745 Hits; and 1.81 GB Downloads.

edab.org Website Statistics							
Annual Comparison				Daily Averages		Visitor Averages	
	FY 2005-06	FY 2006-07	% Chg		FY 2006-07 Stats per Day		FY 2006-07 Stats Per Visitor
Visitors	240,886	345,756	143.5%	Average Visitors Per Day	1,041.4	Average Page views Per Visitor	2.01
Page Views	701,427	696,322	99.3%	Average Page views Per Day	2,097.4	Average Hits Per Visitor	9.83
Hits	3,622,046	3,399,645	93.9%	Average Hits Per Day	10,239.6	Average Bytes Per Visitor	216.80
GigaBytes	55.0	71.5	129.9%	Average Mega Bytes Transferred Per Day	220.5	Average Length of Visit (H:M:S)	0:02:25

## QUARTERLY UCLA ANDERSON FORECAST EAST BAY FORECAST NEWSLETTER

Click image to download Q107 Forecast

**The Quarterly Economic Forecasts** are 20 plus page forecasts published for electronic distribution in January, April, July and October, are sent to over 2,000 individuals including East Bay EDA members; local, state and national elected officials; chambers of commerce; economic development groups; business associations; regional leadership groups; industry-specific organizations; local, state and international media; private businesses; the State's and foreign trade offices; foreign business organizations and trade promotion agencies. These reports are archived on the East Bay EDA website.



### **Sponsorship Details**

**Sponsorship Level:** \$20,000 per year (4 Forecasts)

#### **Sponsorship Benefits:**

- Sponsorship acknowledgement on the Quarterly Forecast printed (PDF) and email newsletters
- Each Online Newsletter is emailed to a database of over 2,000 readers, resulting in over 8,000 exposures
- Forecasts remain on the website and each one is typically read over the next year by over 1,600 people (four Forecasts @ 1,600 each = 6,400 additional exposures)

## MONTHLY EAST BAY ECONOMIC UPDATE NEWSLETTER

Click to download March 2007 Update

**The Monthly Economic Update Newsletters** are published for electronic distribution in February, March, May, June, August, September, November and December. The reports are sent to the same distribution list as the Forecasts and are also accessible on the East Bay EDA website and contain import economic indicators including permit, taxable sales, housing prices and affordability, CPI, employment and industry sector analysis that is unique and comprehensive.



### **Sponsorship Details**

**Sponsorship Level:** \$5,000 per year (8 newsletters)

#### **Sponsorship Benefits:**

- Sponsorship acknowledgement on the Monthly Updates printed (PDF) and email newsletters
- Sponsor logo and hotlink on the email newsletters
- Each Online Newsletter is emailed to a database of over 2,000 readers, resulting in over 16,000 exposures
- Email newsletters remain on the website and each one is typically read over the next year by another 600 viewers annually (8 Analysis Newsletters @ 600 each = 4,800 additional exposures)

## **COMBINED EAST BAY EDA WEBSITE, QUARTERLY AND MONTHLY ECONOMIC NEWSLETTER SPONSORSHIP PACKAGE**

Package consisting of sponsorship of the [www.eastbayeda.org](http://www.eastbayeda.org) website for one year, four (4) Quarterly Economic Forecast Online Newsletters and eight (8) Monthly Analysis Newsletters, twelve (12) Monthly Member Newsletters.

### **Sponsorship Details**

**Sponsorship Level:** \$20,000 (12 months)

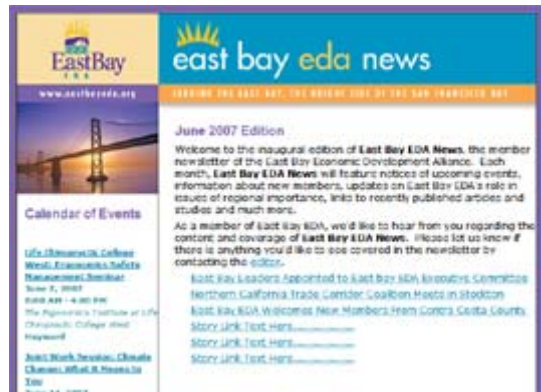
#### **Sponsorship Benefits:**

Sponsors Logo and hotlink on East Bay EDA's website homepage exposure along with logos and links on each Quarterly Forecast and Monthly Analysis (newsletter and printed formats) for a year – with long term exposures from previous issues. Total annual exposures are estimated to exceed 185,000.

## **MONTHLY EAST BAY EDA MEMBERSHIP NEWSLETTER - EAST BAY EDA NEWS**

Click the image to view June 2007 Newsletter

The **Monthly East Bay EDA Member Newsletter** is published and emailed to all East Bay EDA members on a monthly basis. The newsletter covers organizational news, updates on new members, and summaries and links to articles and studies of interest to private and public interests in the East Bay. Archived newsletters are accessible on the East Bay EDA website.



### **Sponsorship Details**

#### **Sponsorship Levels:**

\$250 per month (1 newsletter)

\$3,000 per year (12 newsletters)

#### **Sponsorship Benefits:**

- Sponsorship acknowledgement on the email and website versions of newsletter (logo/weblink and organization name)
- Each Online Newsletter is emailed to East Bay EDA members (approx 750)
- Newsletters are archived at [www.eastbayeda.org](http://www.eastbayeda.org)