



## California Budget & Policy Center

*Independent Analysis. Shared Prosperity.*

### POLICY INSIGHTS

**Policy Insights** is the California Budget & Policy Center's annual conference that brings together over 300 business leaders, policymakers, advocates, researchers, grantmakers, and others working to improve the lives of low- and middle-income Californians.

Held in early spring, *Policy Insights* is designed to help shape budget and policy debates by empowering attendees with the information and insights they need to make the case for good policy choices. Plenary sessions and workshops explore timely issues and debates regarding tax and budget policy, poverty, health, education, child development, criminal justice, and much more. Plenary speakers include state officials and nationally renowned thought leaders. Workshops are led by our state's top advocacy leaders and issue area experts and include interactive trainings, discussions, and networking opportunities.

And the impact of the conference doesn't end on event day. *Policy Insights* serves as the catalyst to follow-up convenings and information sharing throughout the year. Presentations and other materials from *Policy Insights* are made available on the Budget Center's website, and these resources provide the hundreds of attendees with a foundation for continued dialogue.



Left to Right: Chris Hoene (California Budget & Policy Center), Nicholas Johnson (Center on Budget and Policy Priorities), Kim S. Rueben (Urban Institute), and John Myers (Los Angeles Times).



Senator Holly J. Mitchell (Chair, Senate Budget and Fiscal Review Committee) and Assemblymember Phil Ting (Chair, Assembly Committee on Budget) at *Policy Insights* 2017.

### Audience

Over 300 champions of expanding economic opportunity for low- and middle-income Californians attend *Policy Insights* each year. Attendees and speakers include nationally renowned thought leaders as well as researchers, state officials, academics, business leaders, grantmakers, and many other stakeholders from communities all over California.

### Exposure

*Policy Insights* provides significant visibility and reach through in-person attendance and traditional and new media. Event registration hit an all-time high in 2016 and again in 2017 – and we expect an even larger turnout in 2018. *Policy Insights* plenary sessions are shown statewide throughout the year on The California Channel. On social media, hashtags for the conference (e.g. #PolicyInsights2017) have reached more than 600,000 Twitter accounts and have trended in California. In 2018, we will be adding a conference app as well as making parts of the conference available to watch live online.



## THE CONFERENCE

*Policy Insights 2018* will be the California Budget & Policy Center's 17th annual conference and will bring together more than 300 champions of expanding economic opportunity for low- and middle-income Californians. Attendees will include nationally renowned thought leaders as well as researchers, advocates, state officials, academics, business leaders, grantmakers, and many other stakeholders from communities all over California. Plenary sessions and workshops will explore timely issues and debates regarding tax and budget policy, poverty, health, education, child development, criminal justice, and much more.

### Date

Thursday, March 22, 2018

### Time

9 am – 4:45 pm,  
followed by a reception

### Location

Sacramento Convention Center

## THE OPPORTUNITY

Three levels of sponsorships are available. All are customizable.



**Bronze Tier: \$5,000**

Includes the following:

- Two tickets to *Policy Insights*
- Reserved front seating at plenaries
- Acknowledgment at the conference
- Name in conference program
- Logo on event pages, click through to website
- Invitation to *Special Session* at the conference



**Silver Tier: \$10,000**

Includes the following:

- Four tickets to *Policy Insights*
- Reserved front seating at plenaries
- Acknowledgment at the conference
- Logo in conference program
- Logo on event pages, click through to website
- Invitation to *Special Session* at the conference
- Logo on promotional materials
- Option to have a table at the conference, promotional materials, etc.\*
- Recognition in Budget Center monthly newsletter



**Gold Tier: \$20,000  
(Exclusive w/in Industry)**

Includes the following:

- Eight tickets to *Policy Insights* (one table)
- Reserved head table seating at plenaries
- Acknowledgment at the conference
- Premier logo placement in conference program
- Premier logo placement on event pages, click through to website
- Invitation to *Special Session* at the conference
- Premier logo placement on promotional materials
- Option to have a table at the conference, promotional materials, etc.\*
- Profile in Budget Center monthly newsletter
- Option to display signage at the conference\*

\* These materials must be submitted to the Budget Center one month prior to the event for approval.