



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 400 policymakers, advocates, researchers, grantmakers, and others working to improve the lives of Californians with low- and middle-incomes.

Held in early spring, in the heat of the state budget deliberations, *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, racial and gender equity, and 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: Gabriel Patek (Legislative Analyst's Office), Senator Holly J. Mitchell, and Senate President pro Tempore Toni G. Atkins at *Policy Insights* 2019.

Audience

Over 400 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.



Left to Right: Mayor Michael D. Tubbs (City of Stockton) and Natalie Foster (Economic Security Project) at *Policy Insights* 2019.

Exposure

Policy Insights provides significant visibility and reach through in-person attendance and traditional and new media. Registration numbers have increased over the past several years – and we expect an even larger turnout in 2020. On social media, hashtags for the conference (e.g. #PolicyInsights2019) have reached more than 600,000 Twitter accounts and have trended in California. In 2020, we will bring back our interactive conference app and each year we introduce new innovations to the program as we learn from our and other's events.



THE CONFERENCE

Policy Insights 2020 will be the California Budget & Policy Center's 19th annual conference and will bring together more than 400 champions of expanding economic opportunity for Californians with low- and middle-incomes and those traditionally left out of sharing in our state's prosperity. The conference also offers an opportunity to celebrate our 25th anniversary!

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, racial and gender equity, and much more.

Date

Monday, March 9, 2020

Time

9 am – 4:45 pm,
followed by a 25th anniversary
celebration

Location

Sheraton Grand Sacramento

THE OPPORTUNITY



Bronze Tier: \$10,000

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, with click through to website
- Invitation to *Special Session* at the conference



Silver Tier: \$15,000

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, with 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.*
- Four VIP invitations to our 25th anniversary event the evening of *Policy Insights*



Gold Tier: \$25,000

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, with 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.*
- Option to display signage at the conference* etc.*
- Eight VIP invitations to our 25th anniversary event the evening of *Policy Insights*

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