2025 CALIFORNIA ENVIRONMENTAL ASSEMBLY

PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION

PCL is excited to announce the **2025 California Environmental Assembly will be held in person on January 25th, 2025, at UC Davis School of Law's King Hall**. The California Environmental Law & Policy Center's generous offer to host the gathering makes our return to King Hall possible!

The Assembly features insightful panels on the critical issues we must tackle to face climate change head-on. Recent Assemblies have led to countless advances in environmental policy; **in the last few years, almost a dozen bills have emerged from the Assembly's panels and conversations**.

Join us in 2025 as we explore our theme: *California Innovating for the Future: Even More Critical Today.* PCL strongly believes we are falling short of enacting measures that will curb the climate crisis fast enough to avoid catastrophic impacts. We design our panels to focus on immediate short-term solutions and strategies for the future.

You are invited to help sponsor this important event. **Your generous support will greatly improve this event's effectiveness and let your members know about your commitment to solving environmental problems in California**. The Assembly is attended by a variety of audiences, including renowned experts, environmental advocates, private sector executives, legislative and agency staff, students, and citizen advocates. Attendees learn about and organize to protect our beautiful state from the effects of man-made development and climate change.

PCL is especially proud of the Assembly Scholarship program, which invites college students and recent graduates to attend. PCL, through your generous sponsorship, provides over 50 free tickets and helps connect students with experts and career opportunities in their field of interest.

Your sponsorship of the 2025 California Environmental Assembly will …

- **Promote meaningful discussions** on how to inspire California to take valuable actions in response to drought, the housing crisis, and climate change;
- Allow us to **expand our scholarship program** to invite more college and high school students and recent graduates across the state;
- Give your organization the **opportunity to share your message with advocates, lawyers, and policymakers** who may not be aware of your environmental work;
- Provide you with **invaluable opportunities to forge new relationships** with leaders in state, regional, and local policy-making, and learn about emerging policy trends;
- **Further your mission and vision** with wider participation from an in-person and virtual audience across the state.

Your generous sponsorship allows PCL to host this event each year, invest in expanding our scholarship program, and facilitate important discussions and actions that will shape the future of California. **Please consider making an investment in PCL, California, and the world, by sponsoring the 2025 Assembly today!**

2025 CALIFORNIA ENVIRONMENTAL ASSEMBLY

PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION

ASSEMBLY DETAILS

What: PCL's 2025 Environmental Assembly

When: Saturday, January 25th, 2025

Where: UC Davis School of Law, King Hall

Who: Leading local and state elected officials, agency representatives, nonprofit and community leaders, attorneys, planners, and business representatives.

Contact: Events@PCL.org or 916-822-5631

SCHEDULE

7:30 - 8:30 am	**Registration & Continental Breakfast - Main Lobby, King Hall, UC Davis, 400 Mrak Hall Dr.**		
8:30 - 9:00 am	**Welcome** *Room 1001 & Overflow in Room 1002*		
9:00 - 11:00 am	**Morning Plenary Session** **California Coastal Protection: Challenges and Triumphs**		
11:00 - 11:15 am	*15 minute networking break*		
	Water Track *Room 1001*	**Climate Track** *Room 1002*	**Planning Track** *Room 1301*
11:15 am - 1:00 pm	**Groundwater in the Coastal Zone: Catch It Where and When You Can!**	**Insurance and the Environment: The Canary in the Coalmine**	**Planning for a Regenerative Future: From Despair to Hope**
1:00 - 3:00 pm	***Lunch Keynote Speakers*** **Kim Stanley Robinson** **&** **California Attorney General Rob Bonta** *(invited)*		
3:00 - 3:15 am	*15 minute networking break*		
3:15 pm - 5:00 pm	**Sustainable Framework for Flood Flow Recharge: Better, Faster, Smarter.**	**Planning for Targeted WUI Development over the Next 25 Years**	**Climate Resilient Infrastructure Streamlining: How do we build the things we need to build faster?**
5:00 - 7:00 pm	**Hosted Reception**		

2025 CALIFORNIA ENVIRONMENTAL ASSEMBLY

PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION

ASSEMBLY HISTORY

Over 59 years ago, PCL was formed due to concerns with California's lack of planning around growth. While the economy was booming, air and water pollution increased dramatically, our precious natural resources were not being protected, and sprawling development was committing future generations to expensive infrastructure investments.

PCL's efforts have been instrumental in the creation of a comprehensive set of laws that effectively manage and mitigate the environmental impacts of future growth. Over the years, PCL has successfully raised a staggering $35 billion, which has been used to safeguard wetlands, floodplains, groundwater, wildlife corridors, and agricultural lands from encroaching sprawl. Additionally, PCL has played a significant role in securing nearly $8 billion for the development of transit systems such as BART, MetroLink, and other light rail systems.

Since its inception in the mid-1970s, PCL's annual environmental policy gathering has been a beacon of change. This platform has brought together activists, advocates, and opinion leaders for over five decades, leading the way in addressing California's environmental challenges. Today, PCL's Assembly is a hub of insightful and impactful panels, focusing on the crucial issues we must confront to combat climate change. The recent Assemblies have been catalysts for numerous advancements in environmental policy, with almost a dozen bills emerging from the panels and conversations.

PCL is focused on building a more livable California by protecting our environment, enhancing equity for all Californians, supporting sustainable economic development, and using our tax dollars more efficiently.

Past Participants*

Government Officials 10%

Elected Officials 1%

NGO's 40%

Academic 2%

Emerging Young Leaders 15%

Lawyers 10%

Private Sector/Companies 10%

Advocates 12%

Past Sponsors*

Government/Utility 10%

NGO's 30%

Corporations 1%

Law Firms/Lawyers 30%

Planners/Architects 2%

Advocates/Individuals 27%

average over multiple years

2025 CALIFORNIA ENVIRONMENTAL ASSEMBLY

PLANNING AND CONSERVATION LEAGUE
PLANNING AND CONSERVATION LEAGUE FOUNDATION

BENEFITS OF SUPPORT

Sponsorship Level	Co-Host	Gold	Silver	Bronze	Emerging	Contributing
BENEFITS OF SUPPORT	$10,000	$5,000	$2,500	$1,000	$500	$250
Recognition in materials: emails, invitations, programs, and signs	Logo	Logo	Name	Name	Name	Name
Logo displayed as the "Co-Host" in all print materials	X					
Logo displayed on the front cover of the event program	X					
Podium remarks at event from a company representative	X					
Official sponsor host of VIP Reception	X					
Podium remarks at VIP Reception from a company representative	X					
Company brochure included in event attendee materials	X	X	X			
Advertisement in event program	1/2 page	1/4 page				
Inclusion in all press releases to local media outlets	X	X	X			
Opportunity to display company materilas on the resource table	X	X	X			
Complimentary tickets to the Symposium	8	6	4	2	1	1
Company listed prominently on the PCL website	Logo	Logo	Name	Name	Name	Name

2025 CALIFORNIA ENVIRONMENTAL ASSEMBLY

Planning and Conservation League
Planning and Conservation League Foundation

REMITTANCE FORM

Company/Organization: _____

Contact Name: _____ Tile: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____

○ Yes, we would like to participate as sponsors of the Planning and Conservation League's California Environmental Assembly.

Please check a level of support:

○ Co-Host: $10,000 ○ Gold: $5,000 ○ Siver: $2,500

○ Bronze: $1,000 ○ Emerging: $500 ○ Contributing: $250

We will contact you prior to the event for ad specifications on event materials and the names of your guests.

Mail Sponsorships to: Planning and Conservation League
Attn: Assembly Sponsorship
1107 9th Street, Suite 901
Sacramento, California 95814

Please make checks payable to: **PCL Foundation**. For inclusion in event materials, please **return this form by Friday, January 10, 2025**. For questions contact PCL staff at: **events@pcl.org** (916) 822-5631.

Your sponsorship helps support this educational and strategic event each year. It also supports PCL in our work to create a healthy and sustainable California.