THURSDAY, JUNE 17, 2027 ▪ PECHANGA RESORT CASINO |TEMECULA, CA

BLUEPRINT OF *Leadership*

WRCOG Western Riverside Council of Governments

36th Annual
GENERAL ASSEMBLY
and Leadership Address

Connect with the leaders shaping Western Riverside County through a full calendar of WRCOG events, conversations and regional collaboration.

2027 ANNUAL SPONSORSHIP OPPORTUNITIES

More than an event. A year-round partnership.

Expanded opportunities include the General Assembly Conference, WRCOG Women's Forum, Sponsor Appreciation Luncheon and General Assembly Golf Social.



Featuring

KAT COLE

CEO at AG1 ▪ 2027 General Assembly Keynote Speaker

DEAR VALUED PARTNER,



As the General Assembly and Leadership Address quickly approaches, I invite you to partner with WRCOG in 2027 as we create new opportunities to connect, collaborate, and lead. Our new annual sponsorship model expands your visibility beyond General Assembly, with opportunities throughout the year, including our Women's Forum and General Assembly Conference. Together, let's build lasting partnerships and support a stronger future for communities across Western Riverside County. Please reach out to our WRCOG staff for more information and assistance and I look forward to seeing you at our many upcoming events.

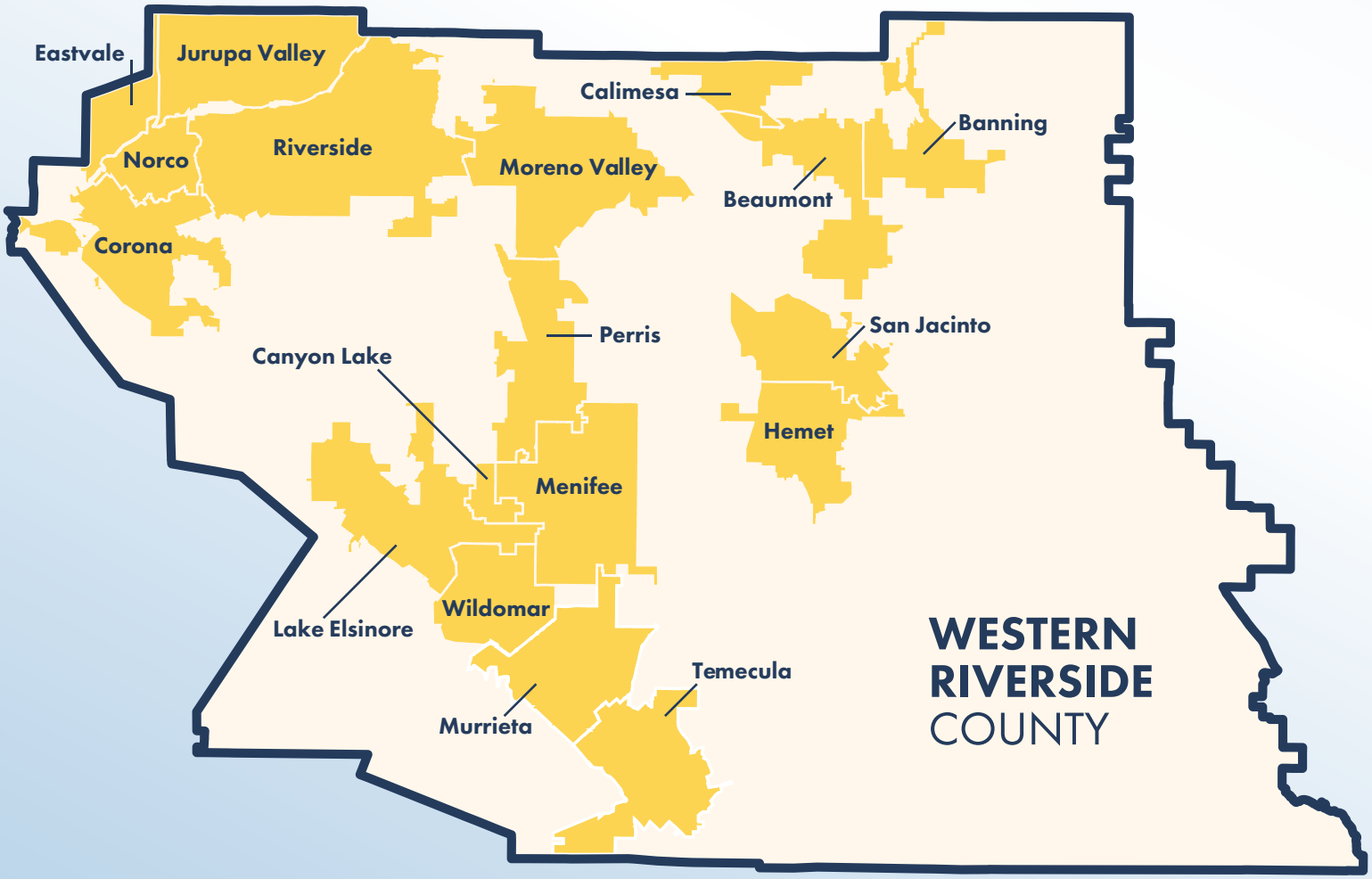
Sincerely,

Chris Gray

Executive Director
Western Riverside Council of Governments

ABOUT WRCOG

The Western Riverside Council of Governments (WRCOG) is a regional joint powers authority serving 18 cities, Riverside County and regional water district partners, with the Riverside County Office of Education represented ex officio. WRCOG convenes local leaders, coordinates planning and identifies funding for infrastructure, energy and environmental initiatives that strengthen communities while respecting local control.



ONE PARTNERSHIP. MORE OPPORTUNITIES.

New for 2027

WRCOG Annual Sponsorships expand the value of your investment from one signature event to multiple opportunities for visibility, relationship-building and participation throughout the year. Annual sponsorship begins at the Supporter level.

CONNECT ACROSS WRCOG EVENTS

GENERAL ASSEMBLY & LEADERSHIP ADDRESS

Our signature regional gathering connects elected officials, city managers, agency leaders and business partners for an evening of leadership and regional engagement.

GENERAL ASSEMBLY CONFERENCE | NEW

A daytime forum focused on regional issues including housing, planning, transportation, with expert speakers, panels and opportunities to connect.

WRCOG WOMEN'S FORUM

A forum for professional connections, leadership perspectives and meaningful discussion among regional participants.

SPONSOR APPRECIATION LUNCHEON

An opportunity to recognize valued sponsors and strengthen relationships with WRCOG members and regional partners.

GENERAL ASSEMBLY GOLF SOCIAL | NEW

An intimate golf experience bringing eligible sponsors together with elected officials and city staff. Player spaces are limited and included only at designated sponsorship levels.

WHY PARTNER WITH WRCOG?

Build visibility across multiple events. Meet regional decision-makers in both large and small settings. Demonstrate your commitment to the communities WRCOG serves. Select a level that matches your organization's goals.

Annual benefits, including ticket allocations, booth access and event recognition, vary by level and are detailed on the following pages.

OVER
800
stakeholders, elected officials, city staff and community leaders attend the General Assembly each year

120+
elected officials from the Riverside County area and beyond attend the General Assembly

200+
attendees to the Women's Day Forum annually

200
anticipated attendees for the GA Conference



KAT COLE 2027 General Assembly Keynote Speaker

Kat Cole is CEO at AG1, a global health company focused on foundational nutrition. In her role, she is responsible for leading AG1's next phase of growth, global expansion, and innovation. Cole is a seasoned business leader and sought-after advisor with more than 20 years of operational, brand, and executive leadership experience. Prior to AG1, she was President and COO at Focus Brands, where she oversaw the company's nine presidents and businesses generating billions in sales around the world. In addition to her role at AG1, she serves on the boards of Slice and Milk Bar. She has been a Young Global Leader of the World Economic Forum, a member of the United Nations Global Entrepreneurs Council, and named to Fortune's annual 40 Under 40 list.

SPONSORSHIP OPPORTUNITIES

Choose the level of engagement that fits your organization. Supporter and Collaborator introduce year-round event access; Contributor provides a General Assembly-focused opportunity

BENEFIT	CONTRIBUTOR	SUPPORTER	COLLABORATOR
Investment	$5,500	$9,500	$11,500
General Assembly dinner tickets	5	10	10
GA VIP access / speaker reception	2	5	8
Tickets to EACH: Women's Forum, GA Conference	—	2	4
GA Golf Social players	—	—	—
Pechanga hotel rooms (Wed / Thurs)	—	0 / 1	0 / 2
Vendor booth at applicable WRCOG events	—	Included	Included
Event website recognition	Logo	Logo	Logo
Lit wall logo at GA	—	—	Included
Speaking opportunity	—	—	—
Program advertising	¼ page (GA)	½ page (GA)	½ page (GA)
Logo on all GA event materials	Included	Included	Included

Add ons including additional General Assembly and Leadership Address dinner tickets, program ad space and vendor booth space are available.
All sponsor levels receive 2 tickets to the sponsor luncheon. See website for details.

www.wrcog.us/GASponsor



WHAT ANNUAL SPONSORSHIP ADDS

Supporter and above sponsors receive tickets to three additional WRCOG events, plus vendor booth access at applicable events—creating opportunities to engage beyond the General Assembly.

BENEFIT	DIRECTOR	LUMINARY	VISIONARY
Investment	$15,000	$30,000	$60,000
General Assembly dinner tickets	10	10, prime seating	20, first-row seating
GA VIP access / speaker reception	10	10	20
Tickets to EACH: Women's Forum, GA Conference	6	10	15
GA Golf Social players	2	4	8
Pechanga hotel rooms (Wed / Thurs)	2 / 2	4 / 4	4 / 4
Vendor booth at applicable WRCOG events	Premium	Premium	Premium
Event website recognition	Featured ad	Featured ad	Featured ad
Lit wall logo at GA	Included	Included	Included
Speaking opportunity	Women's Forum or Conference	Executive Committee or Conference	GA dinner
Program advertising	Full page (applicable programs)	Full page (applicable programs)	Full page (applicable programs)
Logo on all WRCOG event materials	Included	Included	Included

Speaking opportunities and event benefits are subject to scheduling and WRCOG coordination.
Golf participation is limited and requires advance confirmation.



MAKE YOUR SPONSORSHIP COUNT

VISIBILITY THROUGHOUT THE YEAR

Annual sponsorship creates repeated touchpoints with WRCOG audiences. Depending on your level, recognition may include event website placement, vendor presence, event materials, printed program advertising and prominent General Assembly signage.

MEANINGFUL ACCESS

Sponsor benefits are designed to support connections: General Assembly dinner tickets, VIP speaker reception access, admission to the Sponsor Appreciation Luncheon, Women's Forum and Conference, and—for eligible tiers—the Golf Social.

PREMIER PARTNER EXPERIENCES

Director, Luminary and Visionary sponsors receive additional recognition opportunities, including featured website advertising, premium booth placement and designated speaking opportunities. Refer to the comparison chart for the benefits included at each level.

NEXT STEPS

1. Review the sponsorship levels and select the opportunity that best fits your organization.
2. Visit **www.wrcog.us/GASponsor** to begin your sponsorship inquiry.
3. Contact the WRCOG team to confirm availability, benefit details, registration and payment.



QUESTIONS OR CUSTOM OPPORTUNITIES?

GeneralAssembly@wrcog.us

The sponsorship program is designed to support WRCOG events and regional collaboration. Specific event participation, placement and recognition are coordinated with WRCOG staff.

THANK YOU TO OUR PARTNERS

WRCOG appreciates the organizations whose support has helped make the General Assembly & Leadership Address a gathering place for regional leadership. We welcome returning and new partners to participate in our expanded 2027 sponsorship program.

PAST GENERAL ASSEMBLY SPONSORS

AECOM
Albert A. Webb Associates
AT&T
Athens Services
Best Best & Krieger LLP
Burrtec Waste Industries, Inc.
California Baptist University
Charter Communications
Citizens Business Bank
Climatec
Eastern Municipal Water District
EPD Solutions, Inc.
Fehr & Peers Associates, Inc.
GHD
HDR Engineering, Inc.
HNTB
IEHP
Kimley-Horn and Associates, Inc.
Lewis Management Corp
Mark Thomas
Metropolitan Water District
Morongo Band of Mission Indians
Ontario International Airport
Pechanga Band of Luiseno Indians
PlaceWorks
Riverside Transit Agency
SCAG
Southern California Edison
Southern California Gas Co
The Energy Coalition
Transtech Engineers
Western Municipal Water District
WSP



WRCOG
Western Riverside Council of Governments

BECOME A 2027 PARTNER

www.wrcog.us/GASponsor
GeneralAssembly@wrcog.us