



World Trade Week Kickoff Conference

EXPOSURE • RECOGNITION • INDUSTRY CONNECTIONS • SCHOLARSHIPS • AWARDS

For more than 95 years, World Trade Week Southern California (WTW) has been the most extensive and unique program of its kind in the country, actively promoting the positive aspects of international trade that are vital to a strong local and national economy.

The Chamber kicks off the start of each year's celebration by bringing together business executives, regional leaders and members of the diplomatic corps for the WTW Kickoff Breakfast. The event, which attracts 900 participants consists of an insightful program featuring c-suite level keynote speakers and industry experts to share their insights on the latest global trade trends impacting So Cal companies. The conference also includes scholarships, industry awards and an interactive exhibit.



About World Trade Week

SPONSOR TODAY!



Udo Lange
President and CEO, FedEx Logistics



Panelists from: McKinsey Global Institute, FedEx Logistics, Yusen Terminals, Beacon Economics



Tony Blair, Former Prime Minister, Great Britain and Northern Ireland



Børge Brende
President, World Economic Forum



NEARLY
7,000

attendees participated in the kickoff event over the past eight years



MORE THAN **35**

partnering organizations – Sponsors gain widespread exposure through the promotions of our partnering organizations



10,000

unique visitors – between worldtradeweek.com and the Chamber's website, where sponsors are prominently recognized



10,000

subscribers receive WTW promotional emails, where sponsors are prominently featured



EXPOSURE TO
29,000 +

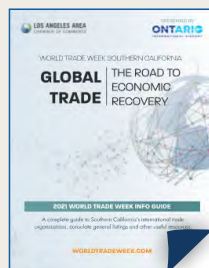
social media followers between L.A. Area Chamber and WTW social accounts



AWARDED OVER
\$100,000

in scholarships over the past ten years

Experience World Trade Week 2021



2021 WTW Info Guide



2021 WTW Program



2021 WTW Scholarship Ceremony

SPONSOR TODAY!

For more information, please contact Jasmin Sakai-Gonzalez at 213.580.7569 or jgonzalez@lachamber.com.



2022 WORLD TRADE WEEK SOUTHERN CALIFORNIA SPONSORSHIP OPPORTUNITIES

BENEFIT	PRESENTING \$30,000	PLATINUM \$20,000 (3/3 available)	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Exclusive 'Presented By' status on all promotional material and signage	✓				
Dedicated Press Release	✓				
Logo Inclusion in Printed Program Agenda	✓				
Opportunity for Sponsor Remarks	✓	Company video (30 sec)			
Logo Inclusion on Step & Repeat	✓	✓	✓		
Opportunity to provide Seating for Dignitary	✓	✓	✓		
Exhibit Table	Tables - Assigned Premier Location Table	1 Assigned Premier Table Table	1 Assigned Table Table	1 Table (first come basis)	
Table/Tickets	2 Tables (20 tickets) Premier Section	1 Table (10 Tickets) Premier Section	1 Table (10 tickets) Gold Section	1 Table (10 tickets) Silver Section	Seating for 5
Ad in WTW Digital Info Guide	2 Page Spread (embedded video & hyperlinks)	1 Page Ad (embedded video & hyperlinks)	1 Page Ad (hyperlink)	1/2 Page Ad	1/4 Page Ad
Social Media	Dedicated post & one virtual fireside chat feature (featuring company representative)	Inclusion in Platinum sponsor post & one dedicated leadership post	Inclusion in Gold sponsor post and one dedicated post	Inclusion in Silver Sponsor post	Inclusion in Bronze sponsor post
Logo Inclusion in Event Communication, Signage and Digital Info Guide	✓	✓	✓	✓	Company Name
Logo inclusion on Event Website	Company Feature (Logo, company description, quote)	✓	✓	✓	Company Name
Logo inclusion in Sponsor Scroll	✓	✓	✓	✓	Company Name
Verbal Recognition During Program	✓	✓	✓	✓	✓
Inclusion in Scholarship Ceremony Stream	✓	✓	✓	✓	Company Name
Scholarship Presented to Student	\$3,000 (2+ students)	\$2,000 (2+ students)	\$1,500 (1+ student)	\$1,000 (1 student)	\$500 (1 student)

ADDITIONAL PARTNERSHIP OPPORTUNITIES:

PATRON \$1,000

- 2 Tickets
- Company Name in Digital Info Guide
- Company Name on WTW Website

**Confirmation must be received by priority sponsorship deadline for inclusion in scholarship ceremony.*

PRIORITY SPONSORSHIP DEADLINE: MARCH 4, 2022

Join us at the 96th Annual 2022 World Trade Week Southern California Kickoff Conference on May 5, 2022 as we celebrate global trade!

SPONSORSHIP CONFIRMATION FORM

Company Name _____ Contact Name _____

Phone _____ Email _____

Desired Sponsorship Level _____ Sponsorship Amount \$ _____

Preferred Payment Method: Check _____ Credit Card _____ Wire Transfer _____

A member of the L.A. Area Chamber team will contact you with payment instructions.

I agree to support the commitment level and amount noted above. This form is a binding agreement confirming my intent to sponsor the 2022 World Trade Week Southern California.

Signature _____

Date _____

Priority deadline: **March 4** | Final deadline: **March 18, 2022**