

2012
Sponsorship
Package

Annual County Economic & Demographic Profile Series

2012 Edition



It's Your Profile!

<http://www.cedcal.com/2012-county-profile-sponsorship-information/>



Center for Economic Development
CALIFORNIA STATE UNIVERSITY CHICO

Sponsorship Benefits and Pricing

The *2012 Annual County Economic and Demographic Profile* sponsorship gives your organization high visibility to business, non-profit, government, and community leaders, planners, and analysts that utilize the county profiles.

List of Sponsorship Benefits:

Online Profile on Your Web site

Your organization will receive the full-color copy of your county profile in .pdf format to display on your Web site for viewing, downloading, and printing. CED will help you set this up professionally on your Web page. CED also will re-direct all county profile traffic to your Web site. CED will provide our Web analytics tracking to show you how many people access the profile, when, and from where.

Recognition and Thanks

Your organization's name, logo, and direct links to your homepage and profile host page will be prominently displayed on CED's Web site, www.cedcal.com. This will direct traffic to your organization's Web site and to your county profile.

Logo Display & Visibility

Your organization's logo will appear on the front cover of your county's profile. Your organization's name and logo also will appear on our Website with a link to yours. Printed materials used to promote next year's profile sponsorship sales will acknowledge your sponsorship this year.

Review

Your organization will have the choice to review the county profile and its contents before distribution to ensure your satisfaction.

Press Release

The CED will work with your organization to get the message out that you support your community and its businesses through sponsorship of the *Annual County Economic and Demographic Profile Series*.

E-mail Media

Your organization's name and logo will appear in the monthly/bi-monthly announcements and media sent out through E-mail, such as CED's monthly newsletter and county profile announcements.

Call: (530)898-4598

**Act Quickly to Sponsor a 2012 County
Economic and Demographic Profile
Sponsorship Price:**

only \$ 4,900

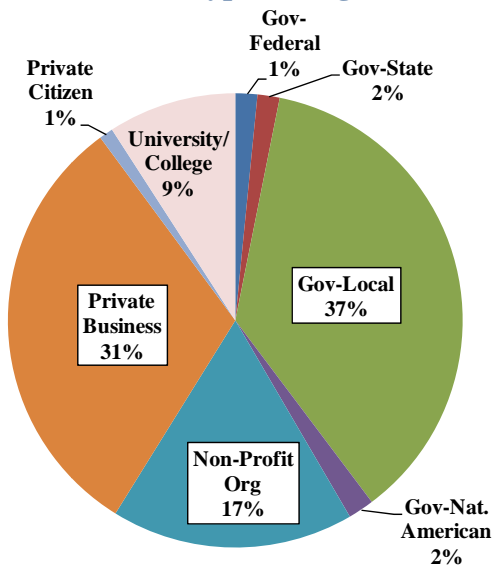
The Center for Economic Development

The Center for Economic Development (CED) is a community outreach and technical assistance organization of the California State University, Chico Research Foundation. As an agent of the university, CED supports, expands, and reinforces the university's role in the regional economic development process. CED is dedicated to improving the capacity of existing economic development practitioners, policy makers, and business and community leaders to plan and carry out effective programs.

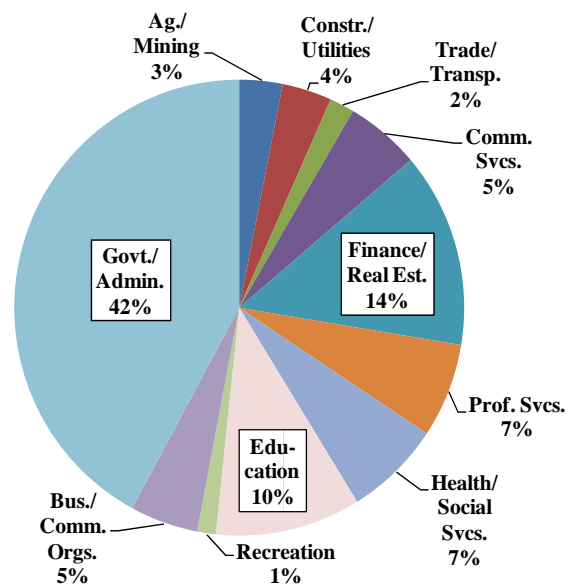
The Annual County Economic and Demographic Profile Series

The *Annual County Economic & Demographic Profile Series* was developed to meet the needs of local businesses, government, and other organizations. The *Series* offers detailed regional analyses of local trends and conditions including economic, social, and general demographic data. The purpose of the *Series* is to make economic and demographic information available to the general public in a consolidated and comprehensive package.

User Profile: Type of Organization



User Profile: Industry



County Profile Users

Last year, CED counted nearly 2,000 individual users of the 2009-2010 *County Economic and Demographic Profile Series*. As shown above, most users are from private businesses, non-profits, or government organizations. When characterized by industry, users typically identified themselves with government or public administration functions, education, or the real estate/ financial industry.

County Profile Sponsors

Last year, five counties were sponsored, including Butte, Del Norte, El Dorado, Mendocino, and Sonoma.



Usefulness of the Profile

Sponsorship for CED's *Annual County Economic and Demographic Profiles* reflects the changing nature of data research with today's technology. Users could research the data found in the county profiles by individually investigating the various federal, state, and local state Web sites, copying the relevant tables of information, then compiling the data into a coherent package. However, this requires a significant investment of time and resources. CED has already done all the work, and has packaged the data with our findings into a single source document for each county. Save time by using the county profiles instead of trying to find the data when needed. Sponsored profiles will be available for free to users online.

Sponsorship Goals

The CED no longer has underwriting to support the *Annual County Economic and Demographic Profile Series*. However, the document has benefitted thousands over the past 21 years. Sponsorship funds continue production of the *Series* while generating recognition for the sponsors for making the data available free of charge. There are many other sponsor benefits listed on the back page of this packet. The sponsor price is designed to be less than if a similar county profile was produced from scratch (normally \$10-\$12 thousand per county). It is a win-win situation for sponsors and users.

58

California Counties



*Sponsor the
Annual County
Economic and
Demographic
Profiles for any
of California's
58 counties.*

CED Contact Information

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Chico, CA 95929-0765

(530) 898-4598

www.cedcal.com

Email: wjensen@csuchico.edu



Sponsorship Registration Form

Contact Information:

Company/ Organization Name: _____

Address: _____

Contact Person: _____ Time: _____

Tel: _____ Fax: _____ Email: _____

Authorized Signature:

By signing this form, the corporation agrees to sponsor the *2012 County Economic and Demographic Profile* for the county(ies) indicated below for the fixed price of \$4,900 per county. Payment is due prior to delivery of any product or service associated with *Annual County Economic and Demographic Profile* sponsorship. All sponsorship products and services will be delivered by CED within 60 calendar days after this signed form is received and certified by CED, or 12/31/2011, whichever is later.

Signature: _____ Date: _____

Name (Print): _____ Title: _____

Sponsored County:

County Name(s): _____

Please send to:

Center for Economic Development
California State University
Chico, CA 95929-0765

Check Payable to: "CSU, Chico Research Foundation"

For additional information, please contact:
Warren Jensen, wjensen@csuchico.edu, (530) 898-3863