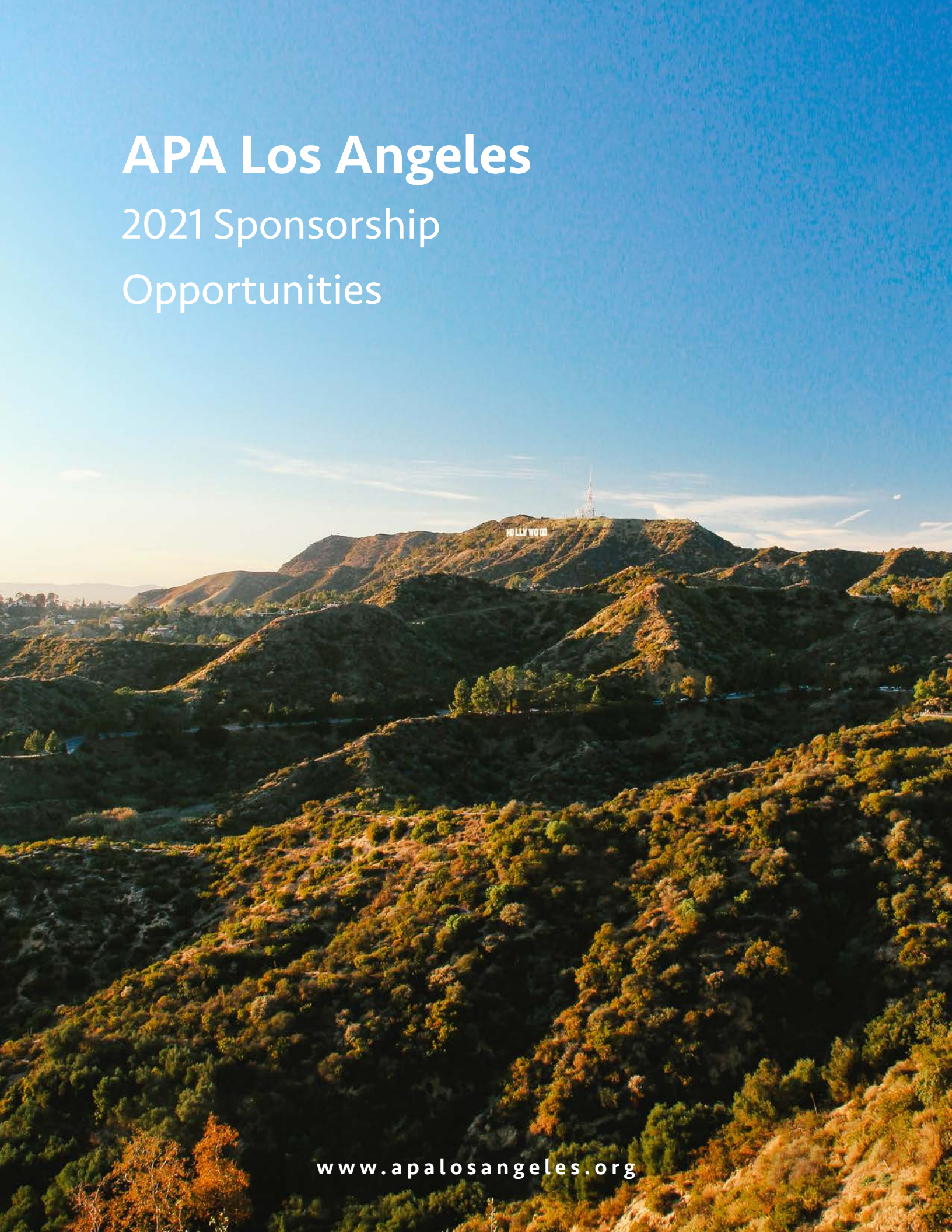


# APA Los Angeles

2021 Sponsorship

Opportunities



[www.apalosangeles.org](http://www.apalosangeles.org)





**American Planning Association  
California Chapter  
Los Angeles Section**

Dear Friends and Supporters,

As we reflect on 2020 and prepare for 2021, we are deeply appreciative of your support. Your financial contributions enable APA Los Angeles to share resources, provide fellowship, and make our industry better.

We are pleased to announce a major improvement to our sponsorship opportunities and also would like to make you aware of changes in our leadership. We have simplified the sponsorship options for 2021 and thereafter from program-specific sponsorships to a simplified annual sponsorship. We are also delighted to welcome Ryan Kurtzman as our new Marketing & Sponsorship Director as Sarah Syed transitions to a new role as Vice-Director of Programs. Our new management assistant, Hollee Winegar, AICP, will be in communication with you to help us better serve your needs and hear any ideas that you would like to share.

**What your sponsorship supported in 2020**

APA Los Angeles kicked off 2020 by bringing planners together to discuss critical challenges facing our communities. In January, we partnered with the Westside Urban Forum to host a discussion on our regional housing crisis and strategize how the Los Angeles region will accommodate 1.4 million new units of housing in the next decade.

In February, we hosted a “City of Immigrants” event where a panel of immigrant advocates, policy makers, and planners explored efforts underway at the local and regional level to increase economic development and civic participation for immigrants. Finally, when we could still meet in person, we partnered with the City of Long Beach to host an event to educate the community on the Census as an essential tool that can bring forth investment and resources in support of equitable programs and services.

**APA Los Angeles COVID-19 response, racial inequality and virtual programming**

In March, following the outbreak of COVID-19, we reached out to APA members state-wide by survey to understand what resources they might need. Our [‘COVID-19 Response Plan’](#) identified ways our members indicated APA Los Angeles could provide the most help. Through virtual events and close collaboration with APA California, we extended our reach far beyond our 6,000+ local subscribers. We established a new recurring talk series [‘When Everything Breaks’](#) to create space for in-depth conversations to advance equity, understand the effects of COVID-19 and address issues of racial inequality on the planning profession.

We were able to continue many of the programs virtually that we know you value most. We supported planners preparing for the AICP exam and provided valued training and certificate maintenance opportunities. Our Planning Skills Bootcamp helped young and emerging planners incorporate graphic design skills into their professional portfolio. We gathered virtually for dinners with students, for yoga to decompress in a stressful year, to understand key ballot propositions, and to learn about economic development strategies and placemaking programs in support of small businesses during physical distancing.

As our Board of Directors prepares for 2021, we've held many discussions on the critical role that planning has to play in addressing the crises of racial and social justice. We've elevated suggestions from guest bloggers [John Yi](#) on discriminatory city planning norms we should ditch and [Tamika Butler's](#) Call to Action to look at old problems in new ways and to examine what normal is and for whom. Black and brown people are more vulnerable to this health crisis not because their communities are weaker, but because they have been denied the resources that make any community strong.

In 2021, we will continue to listen, learn, and lead. We will continue striving for a more racially just and inclusive society, and begin the work of undoing the harm our profession has perpetrated. We will continue to center and uplift the voices of people of color and other people who have been marginalized, not only through our events and trainings, but also through our partnerships, budgeting, and communications.

**Together we can create a more just Los Angeles County. Your support will help make this possible:**

- Continue our 'When Everything Breaks' talk series, averaging 150+ attendees per event, to spur conversations on challenge, opportunity, and equity;
- Fund programs to help planners gain the competencies they need to understand and advance equity, such as our '[Confronting Power and Privilege](#)' event, which drew over 250 attendees this past May;
- Fund new initiatives to increase the numbers of Black, Indigenous, and People of Color pursuing planning as their profession;
- Support students by providing scholarships, resume reviews, and mentorship, with an emphasis on reaching under-represented students at local University programs and secondary schools, to provide pathways to meaningful careers in planning;
- Annual Planning Awards that advance the collective conversation of what is excellence in planning to push our field forward; and
- Add more exciting programs that we are working on as a Board.

With your support, we can accomplish our ambitious goals for 2021. We'll leave you with an insight from Matthew Vu, one of our 2020 California Planning Foundation scholarship winners, from Los Angeles Trade Tech:

*Most planning professionals look very different from me and my classmates at LATTC. Often our first exposure to planning is something bad happening to us, or our neighborhood. I draw inspiration from my diverse classmates who ride transit from Leimert Park to complete LATTC's Associate's Degree in Community Development. APA Los Angeles' support can open up pathways to working in the field for my classmates and me so we can help build a more just Los Angeles.*

We appreciate your generous support. Please feel free to contact any of us directly.

Sincerely,

**Tony Mendoza**, Section Director, [director@apalosangeles.org](mailto:director@apalosangeles.org) (213) 281.0933

**Ryan Kurtzman**, Marketing & Sponsorship Director, [sponsorship@apalosangeles.org](mailto:sponsorship@apalosangeles.org) (301) 466.2957

**Sarah Syed**, Vice Director of Programs, [programs@apalosangeles.org](mailto:programs@apalosangeles.org) (510) 914.8376



# 2021 Annual Sponsorship Opportunities

	Supporter	Sponsor	Partner
<b>Sponsorship Type</b>			
Corporate Rate	\$1000	\$2500	\$3500
Public Agency/Non-Profit Organization Rate	\$500	\$1250	\$1750
<b>Recognition &amp; Benefits</b>			
Sponsor logo on APA Los Angeles website	x	x	x
Visual recognition at all APA Los Angeles events (PowerPoint, Banner, etc.)	x	x	x
Logo Banner in bimonthly e-newsletter reaching 6,000+ subscribers	x	x	x
"Event Presented By" lead sponsorship of one (1) APA Los Angeles event, including visual recognition on virtual event background for speakers		x	x
Verbal recognition at all APA Los Angeles events		x	x
Sponsor spotlight feature for firm in APA Los Angeles newsletter and/or website blog		x	x
Featured job advertisements in APA Los Angeles newsletter and website		x	x
Signature Sponsor for Awards Event		x	x
Complimentary tickets to all APA Los Angeles events*		2 tickets	4 tickets
"Event Presented By" lead sponsorship for one (1) APA Los Angeles event, including verbal Sponsor Spotlight introduction to event attendees			x
Contribution to Scholarship Fund			x
Signature Sponsor for Student Scholarship Celebration Event			x
Signature Sponsor for recurring 'When Everything Breaks' Event Series			x

\* Invitation will be either in-person or virtual tickets

We are open to in-kind contributions as well. Please contact Ryan Kurtzman, Marketing & Sponsorship Director, for more information: [sponsorship@apalosangeles.org](mailto:sponsorship@apalosangeles.org)

Image Credit: Gabriel Santiago via Unsplash



## 2021 APA Los Angeles Sponsorship Commitment Form

To become a sponsor of APA Los Angeles, please complete and return this form via email or mail. Checks are preferred and can be made out to "American Planning Association Los Angeles Section." If electronic payment is required, APA staff will follow up after this form is received. Invoices are available upon request.

Please email questions and commitment forms to:

**Ryan Kurtzman**  
[sponsorship@apalosangeles.org](mailto:sponsorship@apalosangeles.org)

**Hollie Winegar, AICP**  
[staff@apalosangeles.org](mailto:staff@apalosangeles.org)

Please mail checks to:

**APA Los Angeles**  
c/o Pamela Lee  
4446 Finley Avenue #101  
Los Angeles, CA 90027

### Sponsorship Type

- Corporate
- Public / Non-Profit

### Payment Method

- Check (Preferred)
- Electronic Payment

### Sponsorship Level

	Corporate	Public/ Non-Profit
<input type="checkbox"/> Partner	\$3,500	\$1,750
<input type="checkbox"/> Sponsor	\$2,500	\$1,250
<input type="checkbox"/> Supporter	\$1,000	\$500

### Sponsor Information

Organization Name: \_\_\_\_\_  
*(as it should appear in print materials)*

- Please use our logo to market our sponsorship (Email high-res file to APA LA)

### Billing Address

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### Contact Address

- Contact info same as above

Primary Contact with Authorizing Authority: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_