



ANNUAL SPONSORSHIP OPPORTUNITIES

PARTNERING FOR A VIBRANT SOUTH COUNTY

southcountyedc.com

An aerial photograph of a coastal city at sunset. The sun is low on the horizon, casting a warm glow over the scene. A long bridge spans the water in the background. The city is densely packed with buildings, and a large body of water is visible in the foreground.

ABOUT US

The South County Economic Development Council (SCEDC) is a regional leader dedicated to advancing economic opportunity, business growth, and community prosperity across South San Diego County. For over three decades, SCEDC has served as a trusted convener — bringing together businesses, government, education, and community stakeholders to strengthen our regional economy and ensure South County continues to thrive as a dynamic place to live, work, and invest.

Through strategic initiatives, advocacy, and collaboration, SCEDC works to attract and retain businesses, expand workforce opportunities, and champion sustainable development that benefits the entire region. Our efforts span critical sectors including innovation, infrastructure, housing, education, and cross-border trade — ensuring South County remains one of the most economically diverse and globally connected regions in California.

When you partner with SCEDC, you're not just supporting events — you're investing in the future of our region. Your sponsorship fuels programs that empower local businesses, foster job creation, and shape a more equitable and prosperous South County for generations to come.

AUDIENCE REACH & REGIONAL INFLUENCE

Business and Industry Leaders

South County is home to more than 12,000 private-sector firms — the vast majority of which are small and mid-sized businesses led by engaged owners, executives, and senior managers. Through SCEDC's programs and events, sponsors gain direct visibility and relationship-building opportunities with thousands of key decision-makers shaping the region's economic future.

Community and Civic Stakeholders

With nearly 700,000 residents, South County represents one of the most diverse and rapidly evolving regions in California. Our network extends beyond business — reaching civic leaders, nonprofit executives, educators, and public officials who are deeply involved in shaping policy, investment, and community development across the border-connected region.

Regional Growth and Strategic Influence

Anchored by fast-growing cities like Chula Vista, Imperial Beach, National City, and San Ysidro, South County is at the center of regional transformation. Its strategic location — adjacent to the U.S.–Mexico border, the Port of San Diego, and major innovation corridors — positions it as a key driver of trade, workforce development, housing, and sustainable growth for all of Southern California.

Destination Marketing & Community Guide

Our South County Community Guide and Destination Marketing initiatives connect your organization with over 1 million residents, visitors, and business leaders who live, work, and play in South County San Diego. These programs showcase local businesses, services, and attractions, making it easier for the community and visitors alike to explore everything our region has to offer. Through print and digital platforms, these efforts deliver actionable connections, amplifying your message and positioning your organization at the heart of the community.

SCEDC EVENTS AT A GLANCE

Each year, the South County Economic Development Council (SCEDC) convenes leaders, innovators, and changemakers from across business, government, and education through a series of high-impact events that shape the region's economic future. Our programming includes our Annual Economic Summit, three rotating Regional Forums, and the Young Entrepreneurs Academy (YEA!) — each designed to spark dialogue, foster collaboration, and drive meaningful action in the areas that matter most to South County's growth.

Annual Economic Summit

Our signature event of the year — bringing together hundreds of regional stakeholders for an in-depth look at the trends, opportunities, and innovations shaping the South County economy.



Rotating Forums

Throughout the year, SCEDC hosts three key forums focused on topics relevant to region. They connect industry experts, policymakers, and community leaders around solutions that strengthen our regional competitiveness and quality of life.



Young Entrepreneurs Academy (YEA!)

A transformational program that empowers high school students to develop, pitch, and launch real businesses — cultivating the next generation of South County innovators and leaders.



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Platinum Partner \$30,000

Our premier sponsorship — maximum visibility across all 4 major events at Title/Gold levels. Includes Corporate Membership for year-round engagement.

- Title recognition at all events
- Keynote or speaking opportunity at one event
- Logo featured on all print, digital, and social media materials
- Complimentary event passes
- Year-long engagement with SCEDC network

Gold Partner \$20,000

High-impact sponsorship of all 4 events at Gold/Silver levels, including Regional Connector or Corporate Membership.

- Logo displayed at all events
- Recognition in event programs and marketing
- Networking opportunities with business leaders
- Complimentary passes to select events

Silver Partner \$12,500

Broad visibility across all events at Silver/Table levels plus Community Supporter Membership.

- Program listings and signage at events
- Mid-tier logo recognition in marketing materials
- Networking opportunities with peers and leaders

Bronze Partner \$7,000

Entry-level sponsorship across all events at Table/Exhibit/Program levels plus Small Business Advocate Membership.

- Recognition in programs and on-site materials
- Networking opportunities
- Exposure to attendees at multiple events