

# PITCH SHEET: West Valley Hot Topics Series 2024



**West Valley Workforce: Wins, Next Steps & Ongoing Regional Collaboration**

As we head toward the end of year 5 of implementation of our five-year regional workforce strategy, West Valley Pipeline, join us to learn about key wins and next steps for the 2.0 plan.

June 21 - 12:00pm - 1:00pm  
Via Zoom

**MODERATOR**  
Lauren Serrato  
Special Events & Media  
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WESTMARC

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City of Avondale

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Development  
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**Todd R. Sandrin, Ph.D.**  
Vice President, Special Professor  
ASU West Campus

Segment Sponsor:  
**SNP**

This could be  
**YOU!**



**LOGLINE:** West Valley Hot Topic Series

**SYNOPSIS:** WESTMARC will host an in-person series of member dialogues addressing key regional issues that shape the future of the West Valley.

## WHY DO IT?

- Provide learning opportunities for WESTMARC members and stakeholders on key areas that affect the region, their business, best practice tips, facilitate business connections, etc.
- Provide the WESTMARC Board of Directors an opportunity to showcase areas of expertise, company and investment in the region.
- Presents an opportunity to engage new members.
- Provides sponsorship opportunities directly aligned with member priorities.
- Engage subject matter experts and thought leaders in key areas.
- Helps elevate the interest in, awareness of, and messaging for the region for the purpose of business attraction and economic development.

**WHEN:** 2024 Programming

**HOST/TALENT:** Industry subject matter experts

**LOCATION:** WESTMARC office and potentially other regional asset locations

**FORMAT:**

- Five (5) bi-monthly scheduled events
- Networking
- Presentations by industry profession(s)
- Q&A Discussion
- Strategy development
- In-person



**DIFFERENTIATORS:**

- West Valley focused, reaching key target markets and audiences.
- In-person information & strategy focused.
- Unique opportunities for promotion
- In-Person Opportunities for Networking and Engagement

**STYLE:** Presentation, interview, discussion, informative, professional networking, strategy development.

**TARGET AUDIENCE:** Civic minded, educated Valley government, business, education, and non-profit leaders, actively engaged and invested in the upward mobility of Arizona's local economy. These individuals are keen on increasing their awareness and involvement in the areas of infrastructure, business attraction and economic development, workforce, quality of life and policy.

**PROMOTIONAL SUPPORT:**

- Press releases distributed to WESTMARC's media database
- Sponsor designation in press releases
- Posting on all WESTMARC social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn, other)
- Event announcements
- Inclusion in Weekly Newsletter distribution to WESTMARC member database 3K+
- Branded registration pages

# BRAND AND MEDIA OPPORTUNITIES:



## **Series Title Sponsor**

### **\$15,000 for the entire series**

- Presenting sponsor logo/ signage event marketing collateral, printed and digital program, social media & website
- Introduction of Keynote speaker opportunities
- Pre-roll video integration for in person audience
- On screen logo and graphics integration
- Recognition on branded “Thanks for Attending” at end of the segment.
- Verbal sponsor recognition
- Follow up thank you on social media



## **Segment Sponsor**

### **\$2,500 per segment**

- Hot Topic Segment sponsor mention event marketing collateral, printed and digital program, social media & website
- Pre-roll video integration for in person audience
- On screen logo and graphics integration
- Recognition on branded “Thanks for Attending” at end of the segment.
- Verbal sponsor recognition
- Follow up thank you on social media



## **Lunch Sponsor**

### **\$1,000 per segment**

- Sponsor mention event marketing collateral, printed and digital program, social media & website
- Pre-roll video integration for in person and virtual audience
- Verbal sponsor recognition to in-person and virtual audience
- Recognition on branded “Thanks for Attending” at end of the conference

## **OUTCOMES:**

- Elevate member profiles and Increase member ROI
- Increase knowledge on the West Valley
- Increase membership and sponsorship engagement
- Increase messaging and marketing opportunities
- Elevates regional perceptions and awareness
- Increase interest in the region for business attraction and economic development and strategy development.

# SCHEDULE

DATE	TOPIC	CONTENT FOCUS
MARCH	Transportation	Prop 479 (formerly 400e) Marketing, messaging outreach & engagement, preparation for 2024 ballot
APRIL	Technology	Tech forward region, workforce development, business attraction & development / AI adoption, Digital Twins & regional marketing
JUNE	Infrastructure	<ul style="list-style-type: none"><li>• Water, power, connectivity</li><li>• Project evaluation and planning</li></ul>
AUGUST	Housing	<ul style="list-style-type: none"><li>• Dynamic housing market and needs</li><li>• Creative problem solving for the missing middle, development of entry level home ownership to begin building equity &amp; mobility.</li><li>• Workforce attraction/retention</li><li>• Business attraction &amp; economic development</li></ul>
OCTOBER	Quality of Life & Tourism	Marketing & messaging around regional assets and West Valley as a destination (outdoor recreation, sports & entertainment, arts & culture, other)