



# Community Matters Business Partner Program

Connecting visionary businesses with local government leaders  
for smart growth projects

## CREATING COMMUNITY IMPACT

Are you a business leader who wants to support local projects for thriving communities? Do you want to build strong local government relationships?

CivicWell (formerly the Local Government Commission) works to advance sustainable community solutions throughout California and the nation. Through our Community Matters Business Partners Program, we connect our network of local government officials with strategic private sector leaders who can provide a range of support—from planning to feasibility to financial implementation.

With your help, we can create a strong pipeline of transformative smart growth projects. You can expand your impact through cutting-edge initiatives advancing sustainable, equitable community solutions.



*Community planning bike audit in the City of San Fernando, CA. June 2021.*

## CIVICWELL

980 9th Street, Suite 1700  
Sacramento, CA 95814

Tel. 916.448.1198  
Fax. 916.448.8246

[civicwell.org](http://civicwell.org)



# BUSINESS PARTNER BENEFITS

We strive to provide Business Partners with opportunities to build relationships with local elected officials and leaders, expand your impact, and grow brand recognition in the smart growth field. In 2022 alone, we reached over 27,000 leaders through our events, coalition work, resources, and projects.

BENEFITS	PLATINUM \$30,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Complimentary attendance at the biennial California Adaptation Forum (CAF) and CAF-related events	6	4	3	2
Complimentary attendance at annual CivicWell Policymakers Conference	3	2	1	
Logo on civicwell.org	✓	✓	✓	NAME
Logo in monthly Livable Places Update newsletter	✓	✓	✓	NAME
Logo in CivicWell's Impact Report	✓	✓	NAME	NAME
Social media acknowledgment	4	2	1	
Member rates for all CivicWell events	✓	✓		
Company spotlight on civicwell.org	✓	✓		
Host a webinar for CivicWell members	✓	✓		
Moderate one session at a CivicWell event	✓	✓		
Customization options (see next page)	2	1		

# CUSTOMIZE YOUR PARTNERSHIP

For Business Partners at the Platinum and Gold levels, we offer several options to build a customized partnership. We look forward to working with you so you can achieve maximum impact while helping create thriving, climate-resilient communities throughout California and beyond.

Please review the options below, and enter your selection on the attached application form. For questions, contact Haley Ausserer-Zelaya at [hazelaya@civicwell.org](mailto:hazelaya@civicwell.org).

## PREMIUM BENEFITS

## PLATINUM LEVEL (PICK 2)

### IMPLEMENT YOUR UNIQUE IDEA

CivicWell will work with your company to customize a benefit that will fit your needs. Potential strategies include CivicWell submitting an Op-Ed for an agreed-upon mission-aligned topic or assisting in providing policy recommendations. We will work with your team to identify the most impactful direction and resources.

### A WORD FROM OUR BUSINESS PARTNER

CivicWell will provide one branded spot in our LPU newsletter. Business Partners have the opportunity to share education or resources (150 words) on livability issues. All messages must be approved in advance; this is not meant for company advertorial purposes.

### DATA SOURCING

Are you looking to source more data in a specific target region? CivicWell can help inform your business initiatives by surveying or polling a specific target region about sustainability and livability issues. We will work with you on questions and distribute the poll or survey through our contacts. All information collected will be shared directly with you.

### FACEBOOK LIVE Q&A

Get exposure as a thought leader on an educational livability topic\* with a CivicWell-hosted live lightning talk (20 minutes) with one representative from your company. We will promote the event in advance, and share the recording on our social media after the event. Format of this produced event will be coordinated in advance. All Facebook Live events are meant to provide education, and are not for company advertorial purposes.

## PREMIUM BENEFITS

## GOLD LEVEL (PICK 1)

### A WORD FROM OUR BUSINESS PARTNER

### FACEBOOK LIVE Q&A

# BUSINESS PARTNER PROGRAM MEMBERSHIP APPLICATION



Thank you for your interest in the Community Matters Business Partnership Program. Please enter your information below, and we will be in touch shortly. If you have any questions, please contact Haley Ausserer-Zelaya at [hazelaya@civicwell.org](mailto:hazelaya@civicwell.org).

## COMPANY NAME

## SPONSORSHIP LEVEL

☐ Platinum  
\$30,000

☐ Gold  
\$15,000

☐ Silver  
\$10,000

☐ Bronze  
\$5,000

## PREMIUM BENEFITS *Platinum level select 2 | Gold level select 1*

☐ Your Unique Idea

☐ Data Sourcing

☐ A Word From Our Partner

☐ Facebook Live Q&A

## PRIMARY CONTACT NAME

## TITLE

## EMAIL

## PHONE

## BUSINESS ADDRESS

## PAYMENT METHOD

☐ ACH Transfer

☐ Check

Payment is due in full within 30 days of submission of this form. If paying by bank transfer, please contact [ar@civicwell.org](mailto:ar@civicwell.org). Please make checks out to "CivicWell" and mail to the address below. Due to the ongoing nature of the sponsored work, all payments are considered final.

## CIVICWELL

980 9th St, Suite 1700  
Sacramento, California 95814

(916) 448-1198  
[civicwell.org](http://civicwell.org)