



The Valley Economic Alliance

Annual Corporate Investor Program Invitation to Partnership

An investment in The Alliance is an investment in the Valley.

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Join Us



Left to Right: Fred Gaines, Gaines & Stacey; Kim Guard, Express Employment Professionals; Sonya Blake, President & CEO

Meet our Board

Meet our Investors

L E A D E R S



From Top Left to Bottom Right: Bill Allen, LAEDC; Martha Diaz Aszkenazy, Aszkenazy Development; Tamara Gurney, Mission Valley Bank; Richard Katz, Richard Katz Consulting; Pegi Matsuda, Pegi Matsuda Consulting; Thomas Ohlgren, Baker Tilly; John Parker, Parker Brown; Kecia Washington, DWP; Randy Witt, Randy Witt Productions.

About The Alliance

The Valley Economic Alliance a 501(c)(3) non-profit strategic private-public collaborative made up of businesses, government, education and community organizations whose mission is engage and unite Valley stakeholders to raise standards of living and economic vitality across the five-city region - Burbank, Calabasas, Glendale, Los Angeles and San Fernando consisting of more than 64,000 businesses and over 1.9 million residents covering more than 350 square miles.

Economic Development

The Alliance promotes the San Fernando Valley to attract new employers, create jobs, and expand business opportunities.

We offer local businesses valuable business assistance to help them start, grow, and reduce the cost of doing business. We promote regional development planning, development permit reform, and inner-city commerical revitalization.

MARKETING THE VALLEY

Business Attraction

Event Attraction

Tourism & Travel

PARTNERS

Small Businesses

Residents

Major Corporations

Media Partners

Outreach Partners

Colleges & Universities

Government Agencies

Chambers of Commerce

Social Service Organizations

Real Estate Developers

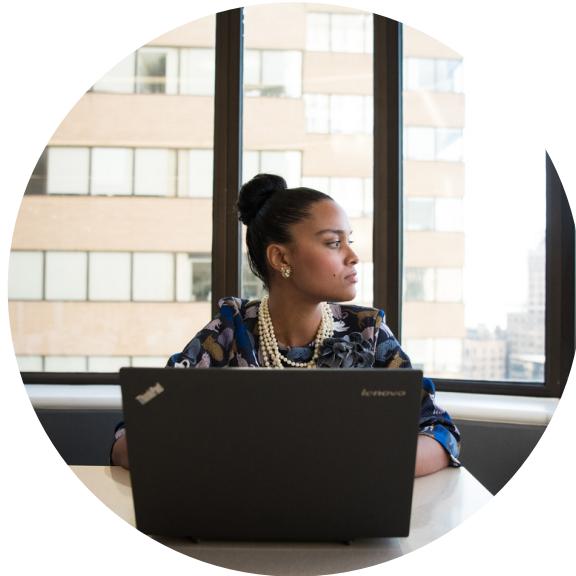
Education & Workforce Development

The Alliance assists businesses find qualified employees through workforce development programs and develop staff through employee training programs. To help address unemployment as a result of COVID-19, the Alliance offers the "Valley Works" Virtual Job Board, connecting local employers to the talent pool of job seekers in the region.

Livable & Sustainable Communities

The economic health of the region depends in part upon the availability of a good quality of life in our neighborhoods. Toward that end, the Alliance promotes affordable housing, food security, health and safety, and environmental sustainability, among other important elements of livable and sustainable communities.

R E C O V E R Y



Business Assistance Program

Strengthen our local economy by supporting:

- **Valley Capital** - loans and grants for small businesses
- **Back to Business Webinars** - educational programming on business development topics such as: e-commerce, exporting, procurement & contracting
- **Executive-in-Residence Program** - pro bono advising to help small businesses to start, remain, and grow in the Valley
- **Ellevate Women's Business Hub, Adelante LatinX Business Hub, and Onyx African American Hub** - affinity groups for minority and women-owned businesses
- **Place-Based Community Revitalization** - revive underinvested commercial areas and neighborhoods

Additional Programs

Your annual contribution will also support workforce development and quality of life programs such as:

- **Valley Works Job Board**
- **Valley Schools High School Mentoring Program**
- **Healthy Communities** - promoting development of affordable housing

Recognition and Benefits Program

Business Partnership

(For Small Businesses with 10 Employees or less)

\$2,500-\$4,999 Investment

- Valuable Networking Opportunities Through Participation on an Initiative Committee
- Recognition on our Business Assistance Guide that is Disseminated to Business Clients
- Logo Recognition on the Investors Page at TheValley.net

Community Partnership

\$5,000-\$9,999 Investment

• All of the above, plus

- Access and Introductions to our Board members, Investors and Strategic partners
- Two Tickets to the Valley of the Stars Gala and Awards Ceremony
- Featured Investor Recognition on TheValley.net for 1 month
 - Featured in a Social Media Post
- Investor Spotlight in our E-Newsletter

Corporate Partnership

\$10,000-\$24,999 Investment

• All of the above, plus

- Highlighted as a Distinguished Leader 'Valley Visionary' on TheValley.net and E-Newsletter
 - Featured Investor Ad on TheValley.net for 3 months
- Exhibit booth/verbal remarks at an Educational program
 - Featured in 2 Social Media Posts
- Silver Sponsorship at one of our Signature Events

Platinum Partnership

\$25,000-\$49,999 Investment

- All of the above, plus
- Two additional tickets to the Valley of the Stars Gala and Awards Ceremony (a total of four tickets)
 - Platinum Sponsorship at one of our Signature TVEA Events
 - Verbal remarks at a Board of Directors / Governors meeting
 - Featured Investor Recognition on TheValley.net for 6 months
 - Featured in 3 Social Media Posts
 - Promote featured projects on TheValley.net website
- Company news releases about your services / programs will be sent to media partners

TVEA Presidents Circle

\$50,000 - \$74,999 Investment

- All of the above, plus
- Gold Sponsorship of the Valley of the Stars Gala and Awards Ceremony, including a Table of 10
 - Full Page Color ad in program
 - Name recognition on the Economic Development Suite
 - Co-Sponsor two Educational Programs
- Presidents Circle Sponsorship at two of our Signature TVEA Events
 - Featured Investor Recognition on TheValley.net for 12 months

TVEA President's Cabinet

\$75,000 and Above Investment

- Name recognition on The Alliance Conference Room
- Packages matched to individual needs

In Good Company

We invite you to join our community of corporate, government, and nonprofit leaders:

President's Circle
Wells Fargo

Platinum Partnership
LADWP

Corporate Partnership
Bank of America
California State University, Northridge
Child Care Resource Center
City National Bank
City of Burbank
HSBC Bank
Pacific Premier Bank
Pacific Western Bank
So Cal Gas
Union Bank
Weingart Foundation

Community Partnership
American Business Bank
Bobrick Washroom Equipment, Inc.

Cathay Bank
Chase Bank
City of Calabasas
City of San Fernando
Comerica Bank

Express Employment Professionals
Glendale Community College
Los Angeles Mission College
Los Angeles Pierce College
Los Angeles Valley College
MAXIMUS
Miller, Kaplan, Arase & Co., LLP
Mission Valley Bank
NBCUniversal
Pacific Federal, LLC
Van Nuys Airport
Walt Disney Company
Westfield Group

Business Partnership
Aszkenazy Development, Inc.

Beezley Management
Boy Scouts of America
Century Housing
EPIC Insurance
First Republic Bank
Goodwill Southern California

Jorgensen HR
Kaiser Permanente
Kulchin Ross
LA Tourism
Office Technology Partners
Parker Brown
The Campbell Center
Tierra del Sol
UCLA Health

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