

CALIFORNIA MAIN STREET CONFERENCE

WHERE MAIN STREET PLACEMAKERS MEET

This year's California Main Street Conference produced in collaboration with Downtown SLO and Main Street America is an opportunity for all those involved in California commercial district revitalization to learn best practices, key trends, and economic development strategies to support small businesses and communities in a changing economy.

Featuring

- Three days of content, conversation, and opportunities to connect
- Information-rich sessions with local and national experts
- Exhibits and keynote presentations
- Sunset Happy Hour, Art & Mingle and networking mixers
- Guided Historic Walking Tours
- Behind-the-scenes look at the SLO Farmers Market
- Passionate Main Streeters gathering to share best practices.

Creating Jobs, Preserving California's History

California Main Street (CAMS) is a diverse network of 32 communities supported by Main Street Approach practitioners, working to revitalize historic commercial districts through a place-based model that fosters inclusive transformation strategies. We provide training, access to resources, partnership opportunities, and best practices to our members and affiliates. CAMS programs can be found in cities large and small. They can be formed as 501(c)3 business associations, 501(c)6 business and property assessment districts and city-sponsored initiatives. Their end-goal is the same: to foster an economically vibrant commercial district.

Founded in 1986 as a state program, CAMS became a 501(c)3 Nonprofit in 2002. Since 2018, CAMS has been administered by Main Street America, a subsidiary of the National Trust for Historic Preservation since 2019.

Downtown SLO is an Accredited Main Street community serving San Luis Obispo as their advocate for downtown business and downtown vitality. Established as a 501(c)6 nonprofit organization, their mission is to foster an economically vibrant downtown. Downtown SLO drives downtown visitation through community-centered special events, like the weekly Farmers' Market, as well as marketing and economic initiatives.

CELEBRATING NEARLY FOUR DECADES OF IMPACT

CAMS communities have collectively secured over **\$8 billion** in public and private reinvestment, added **34,287** jobs, created **6,963** new businesses, and rehabilitated **1,694** buildings.

The Opportunity

The California Main Street Conference is a targeted, cost-effective way to reach local, regional and statewide community leaders and stakeholders in the preservation-based revitalization space.

Sponsor the 2025 CAMS Conference if your company / organization seeks to:

- Demonstrate support for the Main Street Movement
- Connect directly with local leaders and policy shapers.
- Support California economies on their journey to revitalization

NATIONALLY RECOGNIZED

18 CAMS communities

are Accredited Main Streets, which is the highest designation available from Main Street America

Pleasanton and Paso Robles

have been awarded the Great American Main Street Award





SPONSOR LEVELS AND BENEFITS

	Presenting \$10,000	Main Street Champion \$7,000	Community Catalyst \$5,000	Placemaking Partner \$2,500	Block Builder \$1,000	Exhibitor \$500
Guaranteed session speaking time	✓					
Opportunity to display informational materials at each seat	✓	✓				
Choice of sponsoring one of the following (as available): <ul style="list-style-type: none"> Food or beverage station Quiet space Networking event 	✓	✓	✓			
Logo on Conference Tote Bag	✓	✓	✓	✓		
Logo displayed at Conference and on Conference website	✓	✓	✓	✓	✓	
Complimentary registrations	6	5	4	4	2	1
Newsletter and blog recognition	Blog feature; quote & logo in newsletter	Quote & logo in newsletter	Quote & logo in newsletter	Logo in newsletter	Logo in newsletter	Link in newsletter
Social media recognition	Exclusive mention & thank you	Exclusive mention & thank you	mention & thank you	mention & thank you	mention & thank you	mention
Table in Exhibition space	✓	✓	✓	✓	✓	✓

California Main Street is classified by the Internal Revenue Service as a 501(c)3 tax-exempt public charity and its Federal Tax ID # is 03-0480723. Conference sponsorships are deductible to the extent allowed by law.

A Unique Event

Showcasing the Central Coast. the CAMS Conference provides the City and County of San Luis Obispo with an opportunity to welcome visitors to the region and celebrate their economic strengths. The CAMS conference is returning to the Central Coast for the first time since 2017 (Monterey).

Historic Venues. from a restored theater to Mission Plaza to SLO's Chinatown, the conference setting will explore the rich history of the city. Attendees will learn about the efforts to preserve buildings and spaces which tell the story of SLO.

Your Support Matters. Sponsorship dollars help underwrite direct expenses, allowing us to keep registration fees affordable for attendees.

Connect online and see highlights from past conference.



Sponsor the Official Conference Tote



Each conference attendee will receive a souvenir CAMS canvas tote (example shown) filled with conference materials, local guidebooks and resources.

Insert your marketing materials and get your message directly into our attendees hands!

\$250

For more information, please contact

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CUSTOM SPONSOR PACKAGES ARE AVAILABLE