A DAY ON THE BAY
Join the San Diego Architectural Foundation (SDAF) in hosting A Day on the Bay, a forum open to the public to promote discussion and disseminate information on the on-going implementation of the Port of San Diego’s 50-Year Vision. The ‘vision’ will, in turn, guide and inform the development of the Port’s Master Plan Update for the 5,500 acres of public tidelands under the Port’s stewardship. A unique aspect of the Port’s current planning activities is that it is simultaneously pursuing a long-term vision for the San Diego Bayfront, as well as updating its overarching master plan and pursuing location-specific plans, with each effort informing the other on an ongoing basis. The Bay belongs to all Californians and “Context” is a platform for them to expand their knowledge and to have their voices heard.

CONTEXT VOL. 3 EVENT SCHEDULE

DATE Thursday June 2, 2016
PLACE THE PORT PAVILION BROADWAY PIER
1000 N. Harbor Drive
San Diego, CA. 92101

Part One: A Renaissance on the Bay; What’s Happening Now
TIME 2 pm - 5 pm  FREE Community Presentation & Info-Fair Trade Show

Part Two: Think Beyond the Imaginable - A Vision or 2065 “Creating a World Class Bayfront”
TIME 5:15 — 6:45 p.m.  Taste of the Bay Reception at View Terrace (Ticketed Admission)
7:00 — 9:00 p.m.  Main Presentation

PART ONE
A REINNAISSANCE ON THE BAY

The local and national economy is reshaping the San Diego region once again, and nowhere will that transformation be more dramatic and noticeable to the public than the waterfront of San Diego Bay. For this reason, SDAF is devoting its annual “Context” forum, now in its third year, to exploring the Port of San Diego’s 50-year Vision and upcoming Port Master Plan Update, including six major projects currently on the boards.
HARBOR ISLAND
PRESENTED BY PENNY MAUS
The Port of San Diego wants visionaries to help reimagine and redevelop over 50 acres of prime Bayfront land and water overlooking East Harbor Island and San Diego Bay. This is one of the largest opportunities in the City of San Diego to redevelop/create an iconic commercial and community space.

CENTRAL EMBARCADERO
PRESENTED BY SHAUN SUMMER
The Central Embarcadero on San Diego Bay is considered the 'jewel' of waterfront development opportunities, with its location close to downtown, the convention center, hotels, restaurants, shopping and other tourist attractions. The Port of San Diego is fast-tracking redevelopment of this 73-acre site, which runs south from G Street through Seaport Village and ends at the Embarcadero Marina Park North. The goal of this project is “to create an intersection” between the city and the bay.

TENTH AVENUE MARINE TERMINAL
PRESENTED BY JOEL VALENZUELA
This vital driver of the San Diego and regional economy—ever single Dole banana sold west of the Rockies enters here—will provide the opportunity to spur growth at the port if it is reconfigured and redeveloped. Among the goals is the creation of three cargo-handling nodes, each catering to different types of cargo—break bulk, refrigerated (on dock cold storage) and bulk.

NATIONAL CITY BALANCED PLAN
PRESENTED BY ANNA BUZAITS
The National City Bayfront comprises 303 acres of waterfront land and 182 acres of water managed by the Port of San Diego under the Tidelands Trust. National City and the Port of San Diego are coming together to create a common plan for the area that balances public coastal access, recreation uses and commercial interests. The area includes the National City Marine Terminal, Pepper Park, Pier 32 Marina and the forthcoming National City Aquatic Center.

POND 20
PRESENTED BY ADAM MEYER
The gateway to South County beaches, Pond 20 is a 95-acre parcel of land, located between Palm Avenue and the San Diego National Wildlife Refuge in San Diego Bay. The Port of San Diego has issued a Request for Proposals (RFPs) for consultants and developers to establish and operate a wetlands mitigation bank on this location.

CHULA VISTA BAYFRONT
PRESENTED BY LESLEY NISHIHIRA
The Chula Vista Bayfront is one of the last large-scale development opportunities in California. The project will transform 535 acres of prime Bayfront property into a thriving world-class resort, convention center and residential and commercial destination on San Diego Bay. Strategically located approximately halfway between downtown San Diego and the Mexican border/Tijuana, a redeveloped Chula Vista Bayfront is expected to attract local, regional and international visitors.
BIG BAY IDEAS & INFO-FAIR

TIME: 2 P.M. TO 9 P.M.

Join fellow top businesses and jurisdictions around the San Diego Bayfront to share ideas and network with suppliers, professionals, developers and planners from the five cities of the Bay: San Diego, Chula Vista, National City, Imperial Beach and Coronado.

EXHIBIT SPACES AVAILABLE IN THREE SIZES:
6’-0” TABLE TOP AT $1.500.
10’ x 10’ SPACE FOR YOUR OWN EXHIBIT AT $2,500.
10’ X 20’ BOOTH SPACE FOR YOUR OWN EXHIBIT AT $5,000.

SEE SPONSORSHIP DETAILS FOR BENEFITS.
CONTACT: Margit@SDarchitecture.org
TASTE OF THE BAY
TIME: 5:15 P.M. TO 6:45 P.M.

RECEPTION SPONSORED BY:
(YOUR LOGO HERE)

T his culinary experience celebrates some of the bayfront’s best restaurants featuring local cuisine, craft cocktails and wine & beer tastings.

THE RESTAURANTS

Eddie V’s
PRIME SEAFOOD
MENU: Lobster Tostadas

Seasons 52
FRESH GRILL
MENU: Mini Indulgences

COASTERRA
MODERN MEXICAN
MENU: tbd

(YOUR LOGO HERE)

(YOUR LOGO HERE)
PART TWO
THINK BEYOND THE IMAGINABLE - A VISION FOR 2065
CREATING A WORLD-CLASS BAYFRONT

Over the next few decades, the San Diego Region has a unique chance to create a new world-class Bayfront that can help drive our economy through increased trade, commerce and tourism, while at the same time providing many invaluable leisure and recreation venues for locals and visitors alike. In Part Two of A Day at the Bay, our guest panel of experts will dare to imagine the potential for the reinvention of San Diego Bay.

THE PANEL

Jennifer Luce, FAIA
Jennifer established a multi-disciplinary architectural practice in California that focuses on public art projects, urban design interventions, creative workspace, and a variety of collaborations with artists and landscape architects. Most recently, the studio won a commission to design a public artwork in Calgary, Alberta. Luce et Studio offers expertise in Architecture, Site Specific Art and Landscape Installations, Furniture Design and Graphics.

Randy Morton, AIA
Randy has provided leadership for many award-winning projects. With more than 30 years of experience Randy has served both the public and private sectors where architecture, landscape, infrastructure and the arts are seamlessly integrated to create environmentally sensitive and memorable places. Believing that collaboration creates richer results, Randy seeks to encourage client participation as well as full team involvement in the design process.

Anne Moore

Robert Nelson

Jason Giffen

David Graham
**SPONSORSHIP OPPORTUNITIES**

By becoming a sponsor of Context you will help the Foundation raise awareness, encourage practical discourse about the future of San Diego's built environment and contribute to thoughtful design decisions throughout the region. Your sponsorship will put your organization’s name in front of an audience of government, business, design and community leaders in attendance. The attendees will include San Diego’s people-of-action, patrons of architecture and visionaries.

**$15,000 TITLE SPONSOR PORT OF SAN DIEGO**

Title Sponsorship benefits:
- Company logo prominently displayed on all event materials
- Company logo displayed in pre-show PowerPoint loop – full slide
- Company logo prominently displayed in event program
- Live, on-stage recognition at event
- Inclusion in all press releases (pre and post throughout the year)
- Inclusion in all website, social media announcements and emails
- Recognition in all post-program promotions
- Opportunity to provide 300 promotional gift items at the event.
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link prominently displayed on SDAF website home page
- Special thank you in SDAF eblast, By Design
- SDAF membership
- Reserved VIP event seating for 10

**$10,000 FILM SPONSOR**

Film Sponsorship benefits:
- Company logo prominently displayed on all event materials
- Company logo displayed in pre-show PowerPoint loop – full slide
- Company logo prominently displayed in event program
- Live, on-stage recognition at event
- Inclusion in all press releases (pre and post throughout the year)
- Exclusive sponsor highlight interview posted on Facebook and LinkedIn
- Inclusion in all website, social media announcements and emails
- Recognition in all post-program promotions
- Opportunity to provide 300 promotional gift items at the event.
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link prominently displayed on SDAF website home page
- Special thank you in SDAF eblast, By Design
- SDAF membership
- Reserved VIP event seating for 10

**$7,500 TASTE OF THE BAY SPONSOR**

Taste of the Bay Sponsorship benefits:
- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- Company logo prominently displayed in event program
- Inclusion in all website and social announcements / press releases
- Reserved VIP event seating for 6
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, By Design
- SDAF membership

San Diego Architectural Foundation is a 501c3 nonprofit organization and your contribution is tax deductible. Federal Tax ID: 95-3513927
$5,000 IMAGINATION SPONSOR

Imagination Sponsorship benefits:
• One 10’ x 20’ Booth Space to feature your company and services from 2 - 9 p.m.
• Company logo on all event materials
• Company logo displayed in pre-show PowerPoint loop
• Company logo displayed in event program
• Inclusion in all website, social media announcements and emails
• Reserved VIP event seating for 4
• Recognition in post-program promotions
• Event video credit in 1st and last segment
• Company name and link displayed on SDAF website sponsor page
• Company name and link displayed on SDAF website homepage

$2,500 INCUBATOR SPONSOR

Incubator Sponsorship benefits:
• One 10’ x 10’ Booth Space to feature your company and services from 2 - 9 p.m.
• Company logo on all event materials
• Company logo displayed in pre-show PowerPoint loop
• Company logo displayed in event program
• Event video credit in last segment
• Inclusion in website and social announcements
• Reserved VIP event seating for 2
• Company name and link displayed on SDAF website sponsor page
• Company name and link displayed on SDAF website homepage
• Special thank you in SDAF newsletter, By Design

$1,500 INVENTION SPONSOR

Invention Sponsorship benefits:
• One 6’ Table Top Space to feature your company and services from 2 - 9 p.m.
• Company logo on event materials
• Company logo displayed in pre-show PowerPoint loop
• Company name displayed in event program
• Event video credit in last segment
• Inclusion in website and social announcements
• Reserved VIP event seating for 2
• Company logo and link displayed on SDAF website sponsor page
• Company logo and link displayed on SDAF website homepage
• Special thank you in SDAF newsletter, By Design
• SDAF membership

$750 INNOVATION SPONSOR

Innovation Sponsorship benefits:
• Company logo on event materials
• Company logo displayed in pre-show PowerPoint loop
• General Admission event seating for 2
• Company logo and link displayed on SDAF website sponsor page
• Company logo and link displayed on SDAF website homepage
• Special thank you in SDAF newsletter, By Design
• SDAF membership

PHILIPS

JWDA
SPONSORSHIP FORM

Please send completed electronic copies of this form and your company logo to info@sdarchitecture.org

The San Diego Architectural Foundation is a 501c3, nonprofit organization dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region. Thank you for your sponsorship. We value your support!

Name: ____________________________________________________________________________________
Company: _________________________________________________________________________________
(Please list your name or company name EXACTLY as you want it to appear on sponsorship materials)
Contact Person: _______________________________ E-Mail: _____________________________________
Mailing Address: ___________________________________________________________________________
City, State, Zip: ________________________________________ Phone: _____________________________
Web Site: _____________________________________________ Fax: _______________________________

Yes! We are pleased to support the San Diego Architectural Foundation and Context Vol. 3 at the level noted below:

__________________________________________________________________________________________

Payment Terms:
My check is enclosed for the full amount
Please bill my credit card Visa MasterCard American Express
Card#:______________________________________________________ Exp. Date: _____/______
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Billing Address (if different from above):_______________________________________________________
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By signing this pledge form, I understand and agree to the following:
Sponsorship is activated upon receipt of payment in full.
Benefits of this agreement are as listed on this Sponsorship Opportunities Kit.
Provide your logo and any other applicable marketing material or artwork to SDAF by April 17 in order to be included in printed program and other event materials.

Authorized Representative: ______________________________________ Title: ______________________
Signature: _________________________________________________ Date:___________________________

Checks may be made payable and mailed to:
San Diego Architectural Foundation (SDAF)
P.O. Box 122228
San Diego, CA 92112-2228
(619) 232-1385

San Diego Architectural Foundation is a 501c3 nonprofit organization and your contribution is tax deductible.
Federal Tax ID: 95-3513927
The San Diego Architectural Foundation is dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region.

The San Diego Architectural Foundation (SDAF) is an independent, 501c3 nonprofit organization founded in 1980 by Ed and Barbara Malone. SDAF has become a membership organization, the host of Orchids & Onions, PechaKucha Night San Diego, Inside the Design Studio, architectural tours, film screenings and many other unique and educational programs designed to raise awareness about, and inspire excellence in San Diego’s built environment.

San Diego is consistently growing, densifying and redeveloping. It is easy to assume that the quality of our buildings and urban design is beyond our control or in someone else’s hands. But the reality is that we all play a role in shaping our built environment. We must be aware, appreciative and be involved in the design of our environment in order to ensure that the ongoing evolution of our city and our region creates a heritage worthy of future generations.

By educating our community and encouraging awareness of the importance of our built environment, SDAF strives to improve the quality of life for all San Diego.

On a last note: become a SDAF member, volunteer...be a supporter and join the conversation! PEOPLE+PLACES+ENGAGE. We hope to see you soon.