



## SUNSTONE ECONOMIC DEVELOPMENT @ USC PRICE SPONSORSHIP OPPORTUNITIES

### PROGRAM OVERVIEW

The **Sunstone Economic Development Challenge @ USC Price**, administered by the **USC City/County Management Fellowship**, bridges the gap between academic theory and real-world application in the field of economic development. This initiative empowers USC public policy students to collaborate directly with local governments to develop strategies for **inclusive growth, business attraction and retention, and job creation**. The program concludes with the **USC CMF Summit & Sunstone Challenge Final Pitch**, where student teams present their recommendations to a panel of judges consisting of industry professionals, public officials, and economic development experts.

By participating in this challenge, students gain invaluable hands-on experience while client cities receive actionable strategies tailored to their communities' unique needs.

### SPONSORSHIP GOALS

Sponsorship support is essential to ensuring the continued success of the Challenge. Your contribution will directly support operational expenses, educational resources, and key event logistics, allowing this impactful program to continue developing future leaders in economic development while helping client cities implement innovative strategies for growth.

### SPONSORSHIP TIERS: YOUR PATH TO IMPACT

Sponsorship Level	Bronze (\$1,500)	Silver (\$3,000)	Gold (\$5,000)
Mention on social media (LinkedIn/ newsletter).	✓	✓	✓
Exclusive access to events (Orientations; Meet & Greet Event; Final Pitch Event).	✓	✓	✓
Logo placement on Challenge website and select promotional materials.	✓	✓	✓
Mention in press releases and media coverage.		✓	✓
Opportunity to advisor and mentor student consulting teams.		✓	✓
Opportunity to host one of the speaker series for the student consulting teams.			✓
Opportunity to speak at the USC CMF Summit & Sunstone Final Pitch Event.			✓



**2025-26 TENTATIVE CHALLENGE TIMELINE**

<b>Event</b>	<b>Date</b>	<b>Details</b>
Prospective Client City Orientation	08/08/25	Silver & Gold Tiers have opportunity to speak.
Prospective Student Orientation	09/05/25	Silver & Gold Tiers have opportunity to speak.
Press Release about the Start of the Challenge	09/12/25	Bronze, Silver, & Gold Tiers will be featured.
Proposal Phase Begins w/ Student Team Selection	09/29/25	Silver & Gold Tiers can mentor teams.
Speaker Series #1: Government Proposal Process	10/18/25	Gold Tier has opportunity to host.
Speaker Series #2: Capital Access & Economic Development	11/07/25	Gold Tier has opportunity to host.
Proposal Deadline	12/05/25	
Challenge Phase Begins w/ Creating Pitches & Memos	01/12/26	Silver & Gold Tiers can mentor teams.
Speaker Series #3: Policy Analysis, Research, and Writing	02/13/26	Gold Tier has opportunity to host.
Meet & Greet Event at Sunstone HQ	02/20/26	Silver & Gold Tiers have opportunity to speak.
Speaker Series #4: Business Attraction Strategies & Public-Private Partnerships	03/13/26	Gold Tier has opportunity to host.
Press Release about the Final Pitch Event.	04/02/26	Bronze, Silver, & Gold Tiers will be featured.
USC CMF Summit & Sunstone Challenge Final Pitch Event	04/16/26	Gold Tier has opportunity to speak.





## HOW TO SPONSOR

To become a sponsor, please follow the steps below:

1. **Invoice Request:** USC Price staff will provide an official invoice via email to the potential sponsor upon request.
2. **Payment Methods:** Sponsors can submit payments via the following options:
  - **Online Payment:** [USC Price City/County Management Fellowship Fund Donation Website](#)
  - **Check:** Make checks payable to the **USC Price City/County Management Fellowship Fund** and mail to:  
**USC Advancement Gift Services**  
1150 South Olive Street, 25th Floor  
Los Angeles, CA 90015

Sponsors have the opportunity to renew their sponsorships every April (when the Challenge ends that academic year).

## KEY CONTACTS

For additional information or questions, please contact the program representatives below:

### Program Advisor (for sponsorship-related questions)

- Ryan Phong, Associate Project Manager, Sunstone Cities
- **Email:** [Ryan.Phong@sunstonecities.com](mailto:Ryan.Phong@sunstonecities.com)

### Program Lead (for the Sunstone Challenge-related questions)

- Giselle Melendez-Cruz, Economic Development Fellow, Sunstone Cities
- **Email:** [Giselle.Melendez-Cruz@sunstonecities.com](mailto:Giselle.Melendez-Cruz@sunstonecities.com)

### USC Price Staff (for City/County Management Fellowship Board-related questions)

- Lucia Saavedra, MPA Advisor, USC Sol Price School of Public Policy
- **Email:** [Luciasaa@usc.edu](mailto:Luciasaa@usc.edu)

