

Corporate and NGO Cal-IPGCA Sponsorships...join us as a co-creative force of change!

"It's the small difference that each of us can make that counts, and that is innovation. But as we join hands and work together, collectively we are a movement that will change the world!" – Cal-IPGCA Alumni Association



BACKGROUND: The INNOVATION PLAYBOOK is structured as a 360° applied training environment. Over a 5-month training cohort, Cal-IPGCA trainees toggle between monthly classroom training and applied experiential learning within their work environment. Integrating and synergizing participation across all levels of government – from entry level to senior executives - leadership and innovation teams come together to develop specifically targeted projects or programs that meet key enterprise-wide challenges identified by the State of California agency leaders. Cal-IPGCA scales real time innovation pipelines and playbooks, transcending departmental and agency boundaries to create a culture of innovation in State Government. *Cal-IPGCA meets the State of California's biennial leadership training requirements. (GC 19995.4. – Effective July 1, 2016)*

Since 2012, the iterative cycle of innovation in Government has evolved; building...

- hope into vision...
- a vision into an idea...
- an idea into a plan with potential...
- a plan with potential into a transformational program...
- and a program that's "co-creating" **an Innovation Playbook for Government Change Agents...**
- **We ARE Cal-IPGCA!**

As a corporate or non-governmental organization (NGO) sponsor of Cal-IPGCA, the relationship you're building with us goes beyond name recognition and branding. As a Cal-IPGCA sponsor, you have built your reputation as product and/or service provider to government. Through our lens, the unique imprint your business has made in the world transcends. What you've built is tapped as a hybrid source of fuel to lift-up, make better and give back. You are igniting human potential and organizational potential in state service.

CAL-IPGCA SPONSORSHIP BUILDS COHESIVE INTER-ACTIVITY AND INVOLVEMENT...

- **YOUR VISIBILITY AND RELATIONSHIPS GROW EXPONENTIALLY...**with our [executive sponsors](#) our [board of advisors](#) and our [alumni](#). Our sponsors are partners of our cohort – as members of Cal-IPGCA KollaborNation community, as voices on our discussion boards, as sponsors and participants in our Experiential Learning Program, as attendees for our monthly Change Challenge Forums and as a presence for and with ongoing alumni activities.
- **PROGRESSIVE PIONEER:** As a Cal-IPGCA Sponsor...the progressive nature of your products, services and activities is aligning at the forefront of Cal-IPGCA – The [Innovation Playbook for Government Change Agents](#) is charting new territory for leadership and innovation in state service.
- **BUILDING BRAND IDENTITY:** Your brand identity expands the more your good work aligns with the good work of others. Becoming a Cal-IPGCA sponsor allows you to transcend the boundaries of state departments and agencies as the imprint of your brand identity contributes to and expands the breadth and depth of Cal-IPGCA.
- **COLLECTIVE RETURN ON INVESTMENT (ROI):** Like the Cal-IPGCA Program, the ROI of each sponsorship level is enhanced by its relationship alongside and in support of all other sponsorship levels. Just as the Cal-IPGCA Program integrates leadership trainees from AGPA to Senior Executives as partners, our Sponsorship Program subscribes to this approach in that it allows a broad spectrum of sponsor involvement where the "synergistic effect makes the impossible possible!"

"What I've learned is that one plus one can equal three, it can equal four, it can equal seven. There is something to the synergistic effect which is completely true, that the more we leverage the ecosystem or get organic in terms of our approach of our solutions, and we use partners, we collect partners, we bring partners along, that we take a larger fabric or quilt work approach to our problems, the solutions become even quicker and even faster. There is something to the synergistic effect which is completely true, that when more and more human beings get together to do things, that the impossible suddenly becomes possible."

– Martin Hoshino
Administrative Director,
Judicial Council of California

As a Cal-IPGCA Sponsor, see, feel and experience the impact you can make!

The [Cal-IPGCA Alumni Association](#) is one of five key membership groups that provide input and oversight of the Cal-IPGCA program. As a sponsor of the Cal-IPGCA Alumni, you will tap-into the full range of events and activities of the Alumni Association.

Day of Innovation Sponsors support pre and post activities and outcomes of the six innovation teams, which includes all Day of Innovation activities, graduation ceremonies and post event outcome reports. ([Day of Innovation 2017 Innovation Playbook](#))

These [Change Challenge Forums](#) are comprised of the [Cal-IPGCA Board of Advisors](#), including the [Cal-IPGCA Executive Sponsors](#).



As an **enterprise-wide sponsor**, you are integrative across the spectrum of the [Cal-IPGCA Innovation Cycle](#), tapping into all teamed and programmatic efforts – programs, people and relationships.

These sponsors are taking a deep dive into the activities of the [moonshot teams](#) as they utilize an [8-Step Path](#) to develop a specific [innovation priority](#). Innovation teams are comprised of diverse, multi-generational government leadership (AGPA – Senior Executive).

These sponsors are building a [culture of innovation](#) in State Service. The [41-Module curriculum](#) represents the [GovOps-Cal-IPGCA Leadership Values](#). It is deployed 3-days per week, in a work-based environment, with the goal of institutionalizing a common language of leadership and innovation across state service.

Cal-IPGCA Sponsorship Benefits	\$7500 Enterprise	\$5000 Innovation Priorities	\$2500 Experiential Learning	\$1500 Change Challenge	\$1000 Day of Innovation	\$240 Alumni Assoc.
Private Breakfast with our Executive Sponsor & Change Challenge Forum Speakers: Scheduled for each of 6 day-long training events (7:30 – 8 am)	✓ All Cal-IPGCA Programs	✓ 1-6 Moonshot Teams	41 Work-based Training Modules	4 Leadership Forums	Cal-IPGCA Graduation	
Classroom Training Sponsor @ each of 6 day-long training events	Onstage video branding, 47 x 85 Individual retractable banner. (2) Banners for registration and stage + combo sponsor banner	Onstage video branding, 31 x 85 Individual retractable Bbanner. (1) Banner for registration + combo sponsor banner				
Web-based marketing						
• KollaborNation Homepage	Link to 10 page promo doc	Link to 3 page promo doc	Link to 1 page promo doc	Logo link to website	Logo link to website	Directory link to website
• Experiential Training Center Homepage – 41 Videos						
• Change Challenge Forum Outreach- 4 Training Panels						
Post Videos - Credits Marketing						
• "This is an Idea" Video	✓					
• Pre-Launch & Launch Video Credits: Aug 9 & 16, 2018	✓	✓	✓	✓	✓	
• Flight Path Training Video Credits: Sept. 13, 2018	✓	✓	✓	✓	✓	
• Flight Path Training Video Credits: October 11, 2018	✓	✓	✓	✓	✓	
• Flight Path Training Video Credits: November 8, 2018	✓	✓	✓	✓	✓	
• Day of Innovation Video Credits: December 6, 2018	✓	✓	✓	✓	✓	
Leadership Breakfast Sponsor						
Cohort Lunch Break Sponsor: Aug. 9 thru Dec. 6, 2018	✓					
Cohort Team Break Sponsor: Aug. 9 thru Dec. 6, 2018		✓				
Cohort Outcomes Marketing + Cal-IPGCA Gov Intrapreneur ePub (Qtr.)	Full-page ad	Half-page ad	1/3-page ad	1/4-page ad	Biz card ad	Listing
Cohort Team Tee Shirts	Front logo	Back logo	Group logo	Group logo	Group logo	
Cohort Pictures	✓	✓	✓	✓	✓	Alumni team picture
Canvas Conference Bag	Front logo w/ team	Back logo	Group logo	Group logo	Group logo	
Alumni Association Sponsors	Enterprise sponsor	Team IP sponsor	Experiential Learning sponsor	Change Chall. sponsor	Day of Innov. sponsor	Listing sponsor
Event Welcomes and Introductions	✓	✓	✓			
Awards Presentations	✓	✓	✓			

