



Dear Colleague,

We are thrilled to announce that the **NASP–Southern California Chapter** will host our **15th Annual “Day of Education in Private Equity for Trustees and Staff”** conference on **Thursday, March 20, 2025**. This year, we will again convene at the beautiful Ritz-Carlton Hotel, Marina del Rey, CA.

This conference presents an exceptional opportunity to gain valuable insights on current topics in institutional investments and Private Equity from leading industry experts

It also provides a comfortable setting for networking with pension fund trustees and peers in the financial community, ensuring that your time is well-spent and your investment in this event is worthwhile.

Join us as we set sail at 7:30 a.m. (PST) for registration and a networking breakfast, followed by our keynote and general sessions starting at 8:00 a.m. You can look forward to a series of informative panel discussions and additional networking opportunities throughout the day. We will briefly pause for lunch, featuring our remarkable Fast-Track students eager to embark on their future educational goals & careers. Our day will conclude with a relaxing closing reception, allowing for further networking.

We would like to extend a cordial invitation for you to come on board as a major sponsor of this year’s event. Your sponsorship will directly support our Fast-Track students. Attached is the Sponsor Benefits Package, which outlines sponsorship levels, benefits, and associated costs. Please note that sponsors will have the exclusive opportunity to attend the intimate “Pre-Conference Dinner” for Sponsors and Trustees only, on Wednesday, March 19th. Given the limited seating, we encourage you to consider your sponsorship options early, as they fill up quickly.

For your convenience, The Ritz-Carlton is offering reduced room rates to our NASP-SoCal conference guests. You can secure your accommodation by visiting our website at <https://book.passkey.com/go/naspconference2025>, where you will find more detailed conference information.

If you have any questions or require further assistance, please feel free to contact Tanya Victor, our Conference Director, at tvictor@naspsocal.org.

We eagerly anticipate your participation and look forward to you joining us as we embark on this exciting journey at our 15th Annual Conference!

Warmest regards,

A handwritten signature in black ink that reads "Norice R. Rice". The signature is written in a cursive, flowing style.

Norice R. Rice, President
NASP-Southern California



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About NASP-Southern California

NASP-Southern California is one of several NASP National Chapters located across the country. The founding members of the Southern California Chapter recognize and are committed to expanding the mission of the NASP organization by supporting education in the various communities it serves. NASP is the premier organization that also assists people of color, women, and other minorities to achieve inclusion in the financial services industry.

The organization supports equitable participation and equal opportunity in all business dealings and fosters the growth and development of women and minorities. Against this backdrop, the chapter has undertaken its 15th Annual Day of Education in Private Equity for the institutional investor community. A meaningful portion of the net proceeds from this event will go to Southern California's Fast-Track Program, which targets underserved students. More specifically, this year we will, once again, direct these proceeds to provide college scholarship awards to students who have matriculated to college and to those selected high school students who are college-bound. NASP-SoCal is committed to supporting these students throughout their college studies with continued scholarship awards and ongoing mentoring. We thank you in advance for being part of their success.

Our Definition of Private Equity

Private Equity encompasses several investment strategies, including leveraged buyouts, growth equity, venture capital, mezzanine, distressed debt, opportunistic securities, and secondaries.

Presentations will be made, and discussions led by experienced private equity market leaders and decision-makers. There will be something for everyone, no matter the level of knowledge and experience in the asset class. All sessions are designed to promote discussion and encourage a detailed level of understanding as it relates to key market issues in private equity. To this end, our discussions include institutional investors comprised of trustees, staff members, general partners, consultants, and service providers.



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2025 ANNUAL DAY OF EDUCATION IN PRIVATE EQUITY FOR TRUSTEES AND STAFF CONFERENCE

WHAT IS IT?	A day-long educational conference designed to address the ongoing informational needs of pension fund, endowment, foundation trustees, and staff
WHEN IS IT?	Thursday, March 20, 2025 8:00 am – 6:00 pm
WHERE IS IT?	Ritz-Carlton Hotel – Marina Del Rey 4375 Admiralty Way, Marina Del Rey, CA 90292
WHO'S COMING?	<ul style="list-style-type: none"> • Institutional investors • Private equity consultants • General pension consultants • Private equity fund managers • In-house counsels • Fund formation attorneys • Outside counsel to institutional investors
WHAT WILL HAPPEN?	<ul style="list-style-type: none"> • Private equity expert presentations • Interactive panel discussions • Roundtable discussions • Keynote fireside chat
WHY ATTEND?	<ul style="list-style-type: none"> • Hear from top industry experts. • Expand your understanding of today's issues. • Stay abreast of opportunities in private equity. • Gain tangible take-a-ways that can be applied to your investment decision-making processes. • Interface with peers!



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Representative Institutional Investors

Below is a *partial* list of limited partners, fund-of-funds managers, consulting firms, and family offices that have attended our prior events and/or who are planning to attend this year.

- Aksia LLC
- Alameda County Employees Retirement Association
- Baltimore Employees Retirement System
- California Public Employees Retirement System (CalPERS)
- California State Teachers Retirement System (CalSTRS)
- California Institute of Technology
- Cambridge Associates
- Contra Costa County Employees' Retirement Association
- Cliffwater LLC
- Employees' Retirement Fund of the City of Dallas
- Fireman's Annuity & Benefit Fund of Chicago
- Grosvenor Customized Fund Investment Group
- Hamilton Lane
- Houston Municipal Employees Pension System
- Howard University
- Kaiser Permanente
- LA84 Foundation
- Los Angeles City Employees' Retirement System (LACERS)
- Los Angeles County Employees Retirement Association (LACERA)
- Los Angeles County Treasury
- Los Angeles Fire and Police Pensions
- Meketa Investment Group
- New Mexico Public Employees Retirement Association (NM PERA)
- North Carolina Department of State Treasurer
- Oregon State Treasury
- Pennsylvania State Employees Retirement System
- SAG-Producers Pension Plan
- San Bernadino County Employees Retirement Association
- San Diego County Treasurer
- San Francisco Employees Retirement System (SFERS)
- Santa Barbara County Employees Retirement System
- Service Employees International Union (SEIU)
- Stanford Management Company (SMC)
- State University of Illinois Retirement System
- The California Endowment
- Top Tier Capital Partners
- UCLA Investment Company
- USC Investment Office
- Washington State Investment Board
- Wilshire Private Markets Group



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Sponsor Opportunities and Benefits

Sponsorship opportunities are available to fit a variety of conference budgets. Many of the moderator and panelist slots will be filled on a first come, first served basis, based on the date of their paid sponsorship. Therefore, please consider your options early. **The deadline for the sponsorship payment is March 6, 2025**

NASP-Southern California is a 501(c)(3) Organization.

PREMIER Sponsor \$30,000 (3 Opportunities)

- Program Participation as a Keynote Speaker – Fireside Chat
- Participation in Fast-Track Scholarship Luncheon Presentation
- Exclusive Company Signage at Pre-Conference Dinner and Conference
- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Brief Company Profile and Speaker Bio on Mobile App
- Access to Final Attendee List – Two (2) Weeks Prior to Conference
- Reserved VIP Seating for Conference and Dinner
- Four (4) Conference and Pre-Conference Dinner Admissions (Keynote Speaker plus three additional attendees.)

Sponsorship payment deadline: February 22, 2025*

* For planning purposes, we need payments secured earlier for sponsorship levels that have Keynote Speakers and participants in the Pre-Conference Dinner and Luncheon.



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TITLE Sponsor \$25,000 (2 Opportunities)

- Includes Exclusive Speaking Opportunity at Pre-Conference Dinner
- Participation in Fast-Track Scholarship Luncheon Presentation
- Exclusive Company Signage at Pre-Conference Dinner
- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Brief Company Profile and Speaker Bio on Mobile App
- Access to Final Attendee List – Two (2) Weeks Prior to Conference
- Reserved VIP Seating for Conference and Dinner
- Three (3) Conference and Pre-Conference Dinner Admissions (Speaker plus two additional attendees.)

Sponsorship payment deadline: February 22, 2025*

LUNCHEON Sponsor \$25,000 (1 Opportunity)

- Opportunity for a Brief Motivational Talk to Guide and Energize Fast-Track Students
- Participation in Fast-Track Scholarship Luncheon Presentation
- Exclusive Company Signage during the Luncheon
- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Brief Company Profile and Speaker Bio on Mobile App
- Access to Final Attendee List – Two (2) Weeks Prior to Conference
- Reserved VIP Seating for Conference and Dinner
- Three (3) Conference and Pre-Conference Dinner Admissions (Speaker plus two additional attendees.)

Sponsorship payment deadline: February 22, 2025*

* For planning purposes, we need payments secured earlier for sponsorship levels that have Keynote Speakers and participants in the Pre-Conference Dinner and Luncheon.



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FELLOW Sponsor \$20,000 (Unlimited)

- Participation as a Conference Moderator/Panelist (Based on registration date and availability.)
- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Brief Company Profile and Moderator/Panelist Bio on Mobile App
- Access to Final Attendee List – Two (2) Weeks Prior to Conference
- Three (3) Conference and Pre-Conference Dinner Admissions (Moderator or panelist plus two additional attendees.)

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NEW! 15th Anniversary Sponsor \$15,000 (Unlimited)

- Participation as a Conference Moderator/Panelist (Based on registration date and availability.)
- All proceeds will go directly to the Fast-Track Program
- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Brief Company Profile and Moderator/Panelist Bio on Mobile App
- Access to Final Attendee List – Two (2) Weeks Prior to Conference
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NETWORKING Sponsor \$15,000 (3 Opportunities)

- Participation as a Conference Moderator/Panelist (Based on registration date and availability.)
- Display Company Logo, Company Video, or PowerPoint Slides (15 min. max) during Networking Break (Company to provide Camera-Ready Presentation)
- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Brief Company Profile and Moderator/Panelist Bio on Mobile App
- Access to Final Attendee List – Two (2) Weeks Prior to Conference
- Two (2) Conference and Pre-Conference Dinner Admissions (Moderator or panelist plus one additional attendee.)

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DOCTORATE Sponsor \$12,000 (Unlimited)

- Participation as a Conference Moderator/Panelist (Based on registration date and availability.)
- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Brief Company Profile and Moderator/Panelist Bio on Mobile App
- Access to Final Attendee List – One (1) Week Prior to Conference
- Two (2) Conference and Pre-Conference Dinner Admissions (Moderator or panelist plus one additional attendee.)

Sponsorship payment deadline: March 6, 2025

MASTERS Sponsor \$6,000 (Unlimited)

- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Opportunity to Sit on a Conference Panel (Based on registration date and availability. Brief Panelist Bio on Mobile App.)
- Access to Attendee List – One (1) Week Prior to Conference
- One (1) Conference and Pre-Conference Dinner Admission (Panelist is considered an attendee.)

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BACHELORS Sponsor \$3,500 (Unlimited)

- Company Brand or Name Recognition on Banners, Welcome Screen, Mobile App, and NASP SoCal Website
- Access to Attendee List – One (1) Week Prior to Conference
- One (1) Conference and Pre-Conference Dinner Admission

Sponsorship payment deadline: March 6, 2025



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2025 Payment Instructions

Pay by Check

Mail to:

Tanya Victor, Treasurer
NASP-Southern California
6129 Cottontail Cove Street
Las Vegas, Nevada 89130

Pay by Wire

Wire Instructions:

Chase Bank, N.A.
Los Angeles, California

Routing Number: **322271627**
Account Number: **551310256**
Swift Code: **CHASUS33**

Pay by Credit Card on Website

Visit our website: www.naspsocal.org

Click on “**Make Payments**” in the menu bar to make sponsorship payments & other conference fees through the NASP-SoCal website.



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Contact Us

SPONSORSHIP INQUIRIES

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PAYMENT INQUIRIES

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SPONSORSHIP BRAND LIAISON

Point of contact for sharing logos, bios, headshots, and profiles.

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Multimedia Designer / Conference Administrator

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