

# SUNPAC

CALSEIA



Building and sustaining solar champions in the California State Legislature

## WHAT IS A PAC?

Political Action Committee (PAC) — A popular term for a political committee organized for the purpose of raising and spending money to elect or defeat candidates and initiatives.

CALSEIA's SunPAC is separate from our membership dues. Contributions to SunPAC go exclusively to support champions of solar energy in the California State Legislature.

The growth of California's solar industry is dependent on strong state policy. We need champions in office to support the continued growth of our industry.



Reported expenditures by the IOU's in 2015

**\$4M**

## WHO ELSE HAS A PAC?



\$1.8M



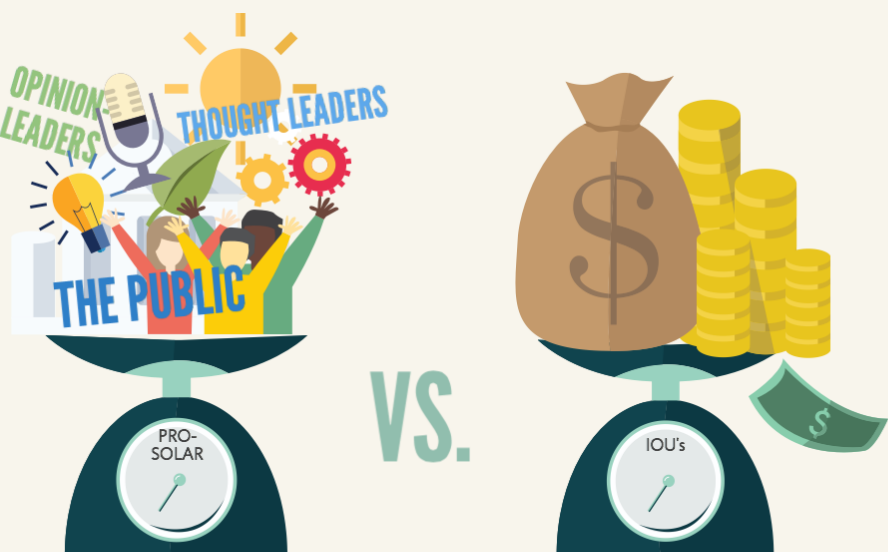
\$1.2M



\$1M

Source: California Secretary of State (<http://cal-access.sos.ca.gov/Campaign/>)

## WHAT DOES IT TAKE TO WIN A CAMPAIGN?



Despite popular belief, money isn't the only thing that gets politicians' attention. Most elected officials genuinely care about the communities they come from and the people they represent. While PAC contributions are important to help politicians pay for yard signs, flyers, and campaign staff, other factors like public support and media attention can make a huge difference too. These are things the solar industry has in spades.

So, we don't have to keep up with the utilities' spending tit-for-tat, but helping our champs get elected can make a big difference in the long-term success of our industry.

## 2016 GOALS OF SUNPAC-GIVING



In 2016, we want to support one-third of the legislature and build upon that in years to come

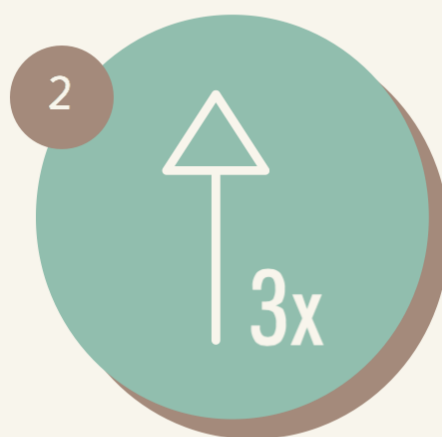
■ Champs   
 ■ New Relationships   
 ■ Leaders   
 ■ Other Legislators

California has 120 elected officials in the Assembly and Senate. It takes 51% to pass a good bill or defeat a bad bill.

## CALSEIA'S 2016 PAC GOALS



Raise \$168,000 from CALSEIA members



Increase the number of companies participating in the PAC three-fold



Organize 3 events for legislative leaders, raising a minimum of \$20,000 each

Contributions are not deductible for federal or state income tax purposes. State contribution limits to the SUNPAC is \$7,000 per calendar year. The SUNPAC can accept contributions from individuals and businesses – although the contribution is attributed to BOTH the individual of the business and the business entity.

Paid for by SUNPAC, ID #961083  
 1107 9th Street, Suite 820  
 Sacramento, CA 95814  
 (916) 228-4567