



The coast needs your help.

**THE 32ND ANNUAL
CALIFORNIA COASTAL CLEANUP DAY
SPONSORSHIP OPPORTUNITIES**



CALIFORNIA
COASTAL
COMMISSION

CHAMPION OF THE CALIFORNIA COAST

The coast is a part of who we are as Californians. It binds us together, no matter where we may live. Help us continue this tradition and connect your company indelibly to the coast by joining California Coastal Cleanup Day, the state's largest annual volunteer event. Coastal Cleanup Day is a cause and an event that Californians immediately identify with, one that raises awareness about environmental health, and keeps our beaches and inland waterways clean.

Your company can benefit from joining the Cleanup in many ways, some of which include:

- Creating positive alignment with a highly visible and worthy cause
- Marketing your company in all Coastal Cleanup Day outreach efforts
- Providing exposure in both traditional and social media before, during, and after the Cleanup
- Increasing brand loyalty from Coastal Cleanup Day volunteers who appreciate your support
- Sampling and promotional opportunities during the Cleanup and among volunteers after the event
- Engaging your employees in a fun, inclusive, and family-friendly event that helps build morale and pride
- Providing employee leadership training through internal Cleanup organizing
- Sponsorship donations to the Coastal Cleanup Day program are tax deductible

OVERVIEW

California Coastal Cleanup Day is the state's largest annual volunteer event, and for good reason: California's beaches and inland waterways are collection spots for hundreds of tons of trash. This trash has enormous impacts on our health, our economy, and our environment. In response, the Cleanup brings together tens of thousands of volunteers who pitch in and help remove the trash before the winter rains arrive and wash it out to the ocean, where it can cause even greater damage to marine wildlife and our food web. The Cleanup is a compelling California story told by local and state media every year as it highlights people from every walk of life and every corner of the state sharing in a large-scale effort to help the environment.

Coastal Cleanup Day is organized by the California Coastal Commission in partnership with a network of like-minded organizations. While the Commission coordinates the event statewide, the Cleanup is not a state-funded event. Instead, the Commission relies on donations and sponsorships to make the event successful.

Involvement in Coastal Cleanup Day provides a way for companies and organizations to contribute to a cleaner, healthier coast.

- **What:** A statewide volunteer event in support of the environment that engages tens of thousands of volunteers each year (Over 64,000 in 2015), who remove millions of pounds of trash from our beaches, shorelines, and inland waterways.
- **When:** Saturday, September 17, 2016 (third Saturday of September annually).
- **Where:** 900+ inland and shoreline sites across the state.
- **Why:** To protect our communities' health and beauty, and prevent trash from entering our ocean where it can harm marine wildlife. California is known throughout the world for its scenic and accessible coastline. Volunteers come together every September to ensure that our coast and inland waterways remain scenic, safe, and healthy for all to enjoy.
- **How:** The Coastal Commission manages the statewide event in partnership with a network of local organizations that arrange the logistics of each cleanup on the ground.

PROGRAM REACH AND IMPACT

- In 2015, The 31st Annual California Coastal Cleanup hosted 64,000+ participants, who cleaned 1,900 miles of shoreline, removing more than 1,026,000 pounds of trash and debris.
- California Coastal Cleanup Day is California's most popular environmental event with 900+ sites throughout the state available for partner exposure and sampling opportunities based on level of sponsorship.
- The Cleanup is a great opportunity for service, as well as a unique team-building activity. Almost half of cleanup participants come with an organized group, most through a school or workplace-organized activity. Sixty-five percent of Cleanup participants are repeat volunteers, and 84 percent have volunteered multiple times.
- California Coastal Cleanup Day's reach continues to expand through outstanding media coverage both before and after the event.

Media Impact – As of October 2015

- Traditional Media: Over 230 news articles covering the Cleanup; providing over ten million Unique Impressions
- Social Media: 750,000 reached across multiple platforms

AFFILIATED PROGRAMS, EVENTS, AND ADDITIONAL MARKETING OPPORTUNITIES

- The Protect Our Coast and Oceans fund is a new "tax check-off box" on the California personal income tax forms. ChecktheCoast.org
- The Whale Tail License Plate is an opportunity for Californians to support coastal stewardship by purchasing a specialty license plate. Ecoplates.com
- The Adopt-A-Beach Program organizes cleanups year round in all coastal counties.

HUMPBACK WHALE PRESENTING SPONSOR

\$100,000

COMPANY LOGO/ MEDIA REACH

- Presenting Sponsor acknowledgement in the title of Coastal Cleanup Day event: named alongside the Coastal Commission.
- Name/logo in prominent position on all CCD statewide materials .
- Targeted social media plan developed with sponsor's social media team in CCD social media prior to, during, and after CCD 2016.
- Featured in multiple email alerts sent to over 20,000 subscribers.

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Opportunity to present to County and Regional Coordinators and Site Captains at the CCD Coordinators Conference(s).
- Exclusive sponsorship of the CCD Mini-grant program, which provides direct assistance to local organizations carrying out the Cleanup in their communities. Mini-grant funding is conditioned on the grant recipient agreeing to display sponsor logos on all local marketing materials.
- Dedicated sign-in table for sponsor's employee participation.

Plus all Brown Pelican and Egret and Sea Lion benefits

SEA LION SPONSOR

\$50,000

COMPANY LOGO/ MEDIA REACH

- Sea Lion Level name or logo acknowledgment on CCD statewide materials including: 90,000 trash and recycling bags, 10,000 California Coastal Cleanup Day posters, 20,000 California Coastal Cleanup Day postcards, and 4,000 California Coastal Cleanup Day T-shirts.

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Sponsor banners provided by CCC at three (3) Coastal Cleanup Day site locations.

Plus all Brown Pelican and Egret benefits

EGRET SPONSOR

\$25,000

COMPANY LOGO/ MEDIA REACH

- Egret Sponsor level name or logo acknowledgment on CCD statewide materials including: 10,000 California Coastal Cleanup Day posters, 20,000 California Coastal Cleanup Day postcards, and 4,000 California Coastal Cleanup Day T-shirts.
- Acknowledgment on promotional print and radio ads and public service TV ads donated by media sponsors (as allowed).
- Logo included on Golden Gate Transit bus banners that will run in the SF Bay Area throughout August 2016.
- Featured mention in email alert sent to over 20,000 subscribers.

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Sponsor banners provided by CCC at one (1) Coastal Cleanup Day site location.
- Tabling space at three (3) Cleanup locations of your choice (as permitted locally) for sampling and sponsor employee participation.

Plus all Brown Pelican benefits

BROWN PELICAN SPONSOR

\$10,000

COMPANY LOGO/ MEDIA REACH

- Brown Pelican Sponsor level acknowledgment on CCD statewide materials including: 10,000 California Coastal Cleanup Day posters and 20,000 California Coastal Cleanup Day postcards.
- Sponsor acknowledgement on one (1) banner displayed at CCD location.
- Recognition in CCD social media prior to and including CCD 2016.
- Company name on CCD website along with mention in email alerts sent to over 20,000 subscribers.
- Additional recognition on all CCD media materials distributed by the Coastal Commission, including press releases, media alerts, and social media.

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Company volunteer participation and table at Cleanup location of choice.
- Tabling space at one (1) Cleanup locations (as permitted locally) for sampling and sponsor employee participation.

For more information please contact

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SAVE THE DATE:

THE 32ND ANNUAL CALIFORNIA COASTAL CLEANUP DAY

SEPTEMBER 17, 2016



CALIFORNIA COASTAL CLEANUP DAY

SPONSORSHIP BENEFITS AT A GLANCE

Sponsorship Benefits	Humpback Whale Sponsor	Sea Lion Sponsor	Egret Sponsor	Brown Pelican Sponsor
	\$100,000	\$50,000	\$25,000	\$10,000
Presenting Sponsor includes prominent placement in all event materials and inclusion of company name in the event title.	✓			
Exclusive sponsorship of the CCD Mini-grant program , which funds local organizations carrying out the Cleanup in their communities.	✓			
Business category exclusivity .	✓	✓		
Company name/logo on 90,000 CCD Trash & Recycling bags .*	✓	✓		
Company names/logos on 4,000 CCD event t-shirts .	✓	✓	✓	
Company name/logo on Golden Gate Transit bus ads .*	✓	✓	✓	
Company names/logos on 10,000 CCD posters and 20,000 postcards .	✓	✓	✓	✓
Opportunity for sampling of products at (1) to (3) Cleanup sites.	3	3	3	1
Company name/logo on CCD banner(s) , displayed at Cleanup locations statewide.*	Custom	Featured	Featured	Standard
Recognition on all CCD social media platforms .	✓	✓	✓	✓
Company name/logo on CCD website ; recognition in email alerts to over 20,000 subscribers.*	Custom	Featured	Featured	Standard
Inclusion in CCD-related press releases and media alerts .	✓	✓	✓	✓

*Size and position of company name/logo placement determined by sponsor level.