

27th Annual California Coastal Cleanup Day

September 17, 2011



Partnership Package

www.cleanupday.org





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California Coastal Cleanup Day**
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Sponsorship Levels and Benefits

I Love A Clean San Diego and San Diego Coastkeeper® respectfully request that you consider supporting our community and the environment by becoming a sponsor of the 27^h Annual California Coastal Cleanup Day. Your sponsorship will support over 10,000 community volunteers, reach hundreds of media outlets and help to remove 100 tons of trash and debris from our environment. Details for each of the sponsorship levels below are described on the following page.

	Gray Whale Sponsor	Sea Turtle Sponsor	Albatross Sponsor	California Sea Lion Sponsor	Bat Ray Sponsor	Sea Star Sponsor	Garibaldi Sponsor
	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Title Sponsor	✓						
Press Releases & Email Alert to 15,000	✓	✓					
Recognition at Kickoff Site	✓	✓	✓				
Booth at Kickoff Site	✓	✓	✓	✓			
Website Homepage Highlight	✓	✓	✓	✓			
Banner at Kickoff Site	✓	✓	✓	✓	✓		
Logo on 1,000 Posters	✓	✓	✓	✓	✓		
Logo on 5,000 Flyers	✓	✓	✓	✓	✓	✓	
Company Presence at a Site	✓	✓	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓	✓	✓
Logo on 10,000 Coloring Contest Entries	✓	✓	✓	✓	✓	✓	✓

More Information

To learn more about sponsorship opportunities and how your company can help to protect and restore our environment, please contact Megan Baehrens with San Diego Coastkeeper at (619) 758-7743 ext. 103 or Morgan Justice-Black with I Love A Clean San Diego at (619) 704-2772. You can learn more about our organizations' contributions to the San Diego community on our websites at www.sdcoastkeeper.org or www.cleansd.org.



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Be part of 2011 California Coastal Cleanup Day (CCD), the state's largest volunteer event in support of the environment and the largest contributor to International Coastal Cleanup Day. At the 2010 event, 12,000 volunteers removed 200,000 pounds of trash and recyclables from beaches, bays and inland waterways that stretched from Oceanside to the US/Mexico border. This year, San Diego Coastkeeper®, I Love A Clean San Diego (ILACSD) and the California Coastal Commission will again coordinate more than 80 coastal, inland and underwater cleanups throughout San Diego County.



Photo: San Diego Coastkeeper

Through the 27th Annual California Coastal Cleanup Day your company can join a highly visible effort that is prominent on California media calendars and to highlight your positive contribution to the community and local environment. CCD is an ideal way to encourage employee participation in a service event and connect with the community in which employees live, work and play.

Please refer to the previous page for an overview of benefits at each sponsorship level. Note: The kickoff site is the center of all Coastal Cleanup Day activity in San Diego and is the location for media, sponsors, volunteers, and coordinators to focus their attention and be recognized.

Sponsorship Benefits

- ❖ **Title Sponsor:** Prominent logo placement and mentions in all event materials. Right of first refusal for Coastal Cleanup Day 2012
- ❖ **Press Releases & Email Alert:** Mention in pre- and post- event press releases (3); mention in email alert sent to nearly 15,000 supporters*
- ❖ **Recognition at Kickoff Site:** Recognition at the kickoff site in front of up to 1,000 volunteers and the media, reaching tens of thousands of community members
- ❖ **Booth at Kickoff Site:** Booth/display space at kickoff site or cleanup site of choice (depending on site availability)
- ❖ **Website Homepage Highlight:** Company highlight on event homepage (www.cleanupday.org) for at least one week during registration*
- ❖ **Banner at Kickoff Site:** Company banner or sign at kickoff site (sponsor provides)
- ❖ **Logo on Poster:** Company name/logo on ~1,000 CCD posters distributed to ~90 site captains and placed at key locations throughout San Diego County* *Must confirm by July 15.*
- ❖ **Logo on Flyer:** Company name/logo on 5,000 event fliers & sponsorship banner at kickoff site* *Must confirm by July 15*
- ❖ **Company Presence at a Site:** Your company's volunteer team participation at site of your choice (depending on site availability)
- ❖ **Logo on Website:** Company name/logo on San Diego CCD Website (with links from San Diego Coastkeeper & I Love A Clean San Diego websites)*
- ❖ **Logo on Coloring Contest:** Company name/logo on CCD Annual Coloring Contest materials reaching more than 10,000 volunteers*



Photo: David Muang

More Information

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* Size & placement of company name/logo determined by sponsorship level.
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What is California Coastal Cleanup Day?

California Coastal Cleanup Day (CCD) is the largest volunteer event in San Diego County in support of the marine environment. The mission of CCD is to engage people to remove trash and debris from the world's beaches and waterways; to identify the sources of debris and ultimately to change the behaviors that cause pollution. CCD is a partnership between local non-profit groups, the community and municipalities that coordinate cleanups at the city, county and state levels. In addition, CCD is a major contributor to International Coastal Cleanup, which includes over 150 countries and involves 9 million volunteers. In 2010, volunteers worldwide collected over 144 million pounds of trash and catalogued 166 million individual items of debris including plastics, cigarette butts and recyclables.

Why Support California Coastal Cleanup Day?

Marine debris is much more than an eyesore; it represents a public health threat and contributes to the declining health of our ocean ecosystems. Data collected at the cleanup influences public policy on waste management, prompts legislation and convinces individuals, organizations and communities to improve waste handling practices and reduce the sources of marine debris. Coordinators encourage volunteers to clean up at inland creeks, rivers, lakes, canyons and urban areas, illustrating one of the event's key messages – we are connected to the coast and ocean by our rivers, streams and storm drains and prevention is key in stopping trash from travelling downstream. In order to further emphasize pollution prevention and waste reduction, coordinators encourage volunteers to "B.Y.O." or Bring Your Own bucket and gloves for the cleanup to focus on the ease of using what you already have instead of creating more waste. We also distribute reusable bags at each cleanup site as a fun reminder to reduce reliance on single-use bags and other single-use items such as polystyrene (Styrofoam).

In addition to the role that your company will play in protecting our precious resources, CCD also gives you a chance to be promoted through the prominent media coverage surrounding this event. In 2010, CCD was covered by local television stations as well as local community and countywide newspapers and radio stations. There will be significant online media coverage through the updated www.cleanupday.org site, shared links with sponsors and strategic social media campaigns.



Photo: Amy Millard – City of SD Think Blue

Who Coordinates Coastal Cleanup Day?

San Diegans have participated in Coastal Cleanup Day for more than 20 years. Since 2002, San Diego Coastkeeper, I Love A Clean San Diego and the California Coastal Commission have collaborated to coordinate CCD in San Diego County. Through outreach, community involvement and example, [I Love A Clean San Diego](#) leads and educates our community to actively conserve and enhance the environment. [San Diego Coastkeeper](#) protects the region's inland and coastal waters for the communities and wildlife that depend on them by blending education, community empowerment and advocacy. The [California Coastal Commission](#) protects, conserves, restores, and enhances environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations. This event is a part of International Coastal Cleanup Day hosted by Ocean Conservancy. California is the largest contributing US state and receives the most international recognition within this global program.

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