



8TH ANNUAL CREEK TO BAY CLEANUP APRIL 24TH, 2010



SPONSORSHIP OPPORTUNITIES

8TH ANNUAL CREEK TO BAY CLEANUP SPONSORSHIP BENEFITS



I Love A Clean San Diego (ILACSD) works to promote regional awareness of environmental issues including waste reduction, recycling, community enhancement, pollution prevention, resource conservation, and environmental restoration. ILACSD conducts various environmental programs in the areas of public education, outreach, event coordination, and community organizing since its inception in 1954. The organization continues to create environmental stewards throughout San Diego County, focusing primarily on youth as the future leaders of our region.

Why Support the Environment?

Environmental work is more important now than ever before, as evidenced by society's growing interest in, and reliance upon, our natural resources and open spaces including California's waterways and open space areas. The health of our watersheds and oceans directly impacts the success of California's business interests, and ultimately the economy. Be a part of the solution while giving back to the community.

What is the Creek to Bay Cleanup?

The Creek to Bay Cleanup is a comprehensive cleanup event boasting over 65 sites throughout San Diego County. The mission of the event is to engage community members in removing debris from San Diego's beaches, waterways, canyons, and parks. This cleanup strives to reach a diversified cross-section of San Diego County, with half coastal and half inland locations, emphasizing the fact that almost 80% of marine debris originates inland. All of these areas are integral parts of San Diego's eleven watersheds, and every piece of litter is a potential piece of marine debris. Inland volunteers help to illustrate one of the event's key messages: ***We are all connected to the coast and oceans by our rivers, streams, and storm drains. The solution to ocean pollution is litter prevention and protection of all areas throughout the watershed.***

Last year, at the Creek to Bay Cleanup, over 4,500 dedicated volunteers cleaned in excess of 150 miles of shoreline and inland areas at 64 sites, removing a total of 173,497 pounds of debris. Volunteers worked tirelessly to remove one of the largest amounts of trash on record, emphasizing the necessity of this cleanup each year. I Love A Clean San Diego anticipates an even bigger turnout in 2010 with successes topping results from previous events. We encourage you to support our efforts by contributing to one of the largest one day volunteer events in San Diego.

Why Support the Creek to Bay Cleanup?

As economic factors cause local jurisdictions to cut funding to certain programs, the importance of volunteerism has increased dramatically. Park maintenance departments are stretched thin, and aren't able to spend the necessary time maintaining local beaches, parks, and open space areas. All San Diego residents and businesses alike must take ownership of the local environment, taking the necessary steps both personally and financially to preserve it for future generations. Show your dedication to community enhancement and the environment by supporting the Creek to Bay Cleanup. Please take a few moments to review the sponsorship levels and benefits on the following page.

To learn more about how your organization can get involved, please contact Morgan Justice-Black, Outreach Director, at (619) 291-0103 ext 3003, or email: mjusticeblack@cleansd.org.



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**8TH ANNUAL CREEK TO BAY CLEANUP
 PROGRAM DESCRIPTION**

I Love A Clean San Diego's Creek to Bay Cleanup brings San Diegans together with their families, friends, co-workers, scout troops, and clubs to protect our coastal and inland beaches and waterways and the sensitive habitats that surround them. In the past seven years of this event, ILACSD has coordinated over 22,000 volunteers who have collected close to 1 million pounds of trash and debris throughout San Diego County. Dedicated volunteers at last year's event picked up a staggering 173,497 pounds of debris from over 150 miles (64 cleanup sites) of San Diego County. For this year's event, ILACSD aims to increase the reach of this event to make it even more successful than previous years' impressive accomplishments. This volunteer event makes not only a wonderful service project for community-minded organizations, but also a unique, tax-deductible marketing opportunity visible to all of San Diego County.

SPONSORSHIP OPPORTUNITIES

Benefits of Sponsorship	Title Sponsor (Exclusive)	Countywide Sponsor (Limited)	Regional Sponsor	Community Sponsor	Site Sponsor
The 8 th Annual Creek to Bay Cleanup Presented by "Your Organization's Name Here"	✓				
Leading name and/or logo placement in all Creek to Bay Cleanup advertising and promotion	✓				
Opportunity for company representative to speak at press conference (at media site)	✓	✓			
Booth/display space at media site or cleanup site of choice (pending availability)	✓	✓			
Placement of company banner/signage at media site	✓	✓	✓		
Name or logo on signage at ~60 cleanup sites	<i>Logo</i>	<i>Logo</i>	<i>Name</i>		
Name or logo on 200 site captain t-shirts	<i>Logo</i>	<i>Logo</i>	<i>Name</i>		
Name or logo in Union-Tribune pre and post event advertisement and volunteer thank you	<i>Logo</i>	<i>Logo</i>	<i>Name</i>		
Name or logo on approximately on 4,000 event flyers & 750 event posters	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>	
Logo & hyperlink on Creek to Bay website for one year (www.creektobay.org)	✓	✓	✓	✓	✓
Company name in one issue of ILACSD's bi-annual newsletter	✓	✓	✓	✓	✓
Opportunities for corporate volunteer teams	✓	✓	✓	✓	✓
Promotional opportunities with local dignitaries, media outlets, businesses and community organizations	✓	✓	✓	✓	✓
Creek to Bay Cleanup Final Report (if requested)	✓	✓	✓	✓	✓
	\$30,000	\$15,000	\$10,000	\$5,000	\$1,000

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