

24th Annual
California Coastal Cleanup Day
September 20, 2008

Sponsorship Opportunities





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ABOUT CALIFORNIA COASTAL CLEANUP DAY



What is California Coastal Cleanup Day?

California Coastal Cleanup Day (CCD) is part of the country's largest volunteer event in support of the marine environment and the largest volunteer event in San Diego County. 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 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 part of an International Coastal Cleanup, which includes all 50 states and nearly 70 countries worldwide, involving some 350,000 people. In 2006 over 7 million items of debris were collected worldwide.

Along with being the world's largest single-day volunteer event supporting our water resources, CCD is unique because of its data collection component. After years of collecting data on the specific types of marine debris being found, CCD data now focuses on the activities that cause the debris. We compile, analyze, and track this data to identify the activities and general sources of the debris. The final information is used to educate the public, businesses, industry, and government officials about the harmful effects debris has on our environment. CCD data reports have also influenced public policy on waste management, prompted legislation, and convinced individuals, organizations, and communities to examine their waste handling practices.

Why Support California Coastal Cleanup Day, San Diego County?

The San Diego Coastline is one of the most magnificent in the world, yet each year tons of debris ends up on the beaches and in the ocean. CCD empowers citizens to not only accept responsibility for the environmental impacts occurring in their community, but to also take immediate, hands-on action to remove the debris and alleviate this pollution problem. Debris that is not collected may end up in the oceans where it endangers marine life and is harmful to human health.



In addition to the role that your company is playing in protecting our precious resources, CCD will also give you a chance to be promoted through the media attention surrounding this event. In 2007, CCD was covered by all local television channels and many local community and countywide newspapers and radio stations.

Changing Behaviors

In addition to educating participants, CCD's message of stewardship reaches a very large and diverse audience through extensive media coverage. Tens of thousands of television viewers in San Diego are affected by the image of volunteers spending the day cleaning the beaches and waterways, and by interviews with event organizers who drive the pollution prevention message home to viewers. CCD's growing volunteer numbers each year displays the ever-expanding magnitude of the event. Even though our participation is growing, our data reveals there was a huge reduction in debris found in San Diego from 2006 to 2007, a decrease of more than 100,000 pounds. This decline of marine debris illustrates that the environmental message is reaching San Diegans.

Cleaning Coastal Watersheds

In recent years, the Commission has expanded its efforts to recruit participants from inland areas to cleanup at creeks, rivers and lakes. Inland volunteers help to illustrate one of the event's key messages – we are connected to the coast and ocean by our rivers, streams and storm drains and that the solution to ocean pollution is in preventing the pollution from getting there in the first place.



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SPONSORSHIP OPPORTUNITIES & BENEFITS

Be a part of the 2008 California Coastal Cleanup Day - the state's largest volunteer event in support of the coastal environment. In 2007, 6,212 volunteers removed 94,358 pounds of trash and recyclables from San Diego's beaches, bays and inland waterways during California Coastal Cleanup Day (CCD). San Diego Coastkeeper (SDCK), I Love A Clean San Diego (ILACSD), and the California Coastal Commission will again coordinate approximately 60 coastal, inland and underwater cleanups throughout San Diego County as part of CCD 2008. The 24th Annual Coastal Cleanup Day event is an opportunity for your company to collaborate with a highly visible effort that is not only prominent on California media's calendar but will also enhance the image of your company as a positive contributor to the community and local environment. CCD is also an ideal way to encourage employee participation in a service event that connects companies to the community in which their employees live, work and play. SDCK and ILACSD respectfully request that you consider supporting the community and the environment by becoming a Sponsor of California Coastal Cleanup Day 2008.

Gray Whale Sponsor - \$30,000 (Title Sponsor)



- ❖ **Title Sponsor**, includes prominent placement in all of the event materials and right of first refusal for CCD 2009
- ❖ Presentation of CCD award at the media site in front of up to 1,000 volunteers and the media.
- ❖ Opportunity for a representative to speak at press conference (media site)
- ❖ Booth/display space at media site or cleanup site of choice (pending site availability)
- ❖ Placement of company banner and/or signage at the media site
- ❖ Placement of company name/logo on 1,000 CCD posters* that will be distributed to approximately 60 site captains and placed at key locations throughout San Diego County **
- ❖ Placement of company name/log on 5,000 event fliers & sponsorship banner at media site*
- ❖ Your company's volunteer team participation at site of your choice (based on availability)
- ❖ Placement of company name/logo on San Diego CCD Web site (with links from ILACSD & SDCK)*
- ❖ Inclusion in pre and post-event news releases and email alerts and newsletters sent to over 15,000 supporters*
- ❖ Placement of company name/logo on CCD Annual Coloring Contest materials reaching over 6,000 volunteers*

Sea Turtle Sponsor - \$ 20,000

- ❖ Presentation of CCD award at the media site in front of up to 1,000 volunteers and the media.
- ❖ Opportunity for a representative to speak at press conference (media site)
- ❖ Booth/display space at media site or cleanup site of choice (pending site availability)
- ❖ Placement of company banner and/or signage at the media site
- ❖ Placement of company name/logo on 1,000 CCD posters* that will be distributed to approximately 60 site captains and placed at key locations throughout San Diego County **
- ❖ Placement of company name/log on 5,000 event fliers & sponsorship banner at media site*
- ❖ Your company's volunteer team participation at site of your choice (based on availability)
- ❖ Placement of company name/logo on San Diego CCD Web site (with links from ILACSD & SDCK)*
- ❖ Inclusion in pre and post-event news releases and email alerts and newsletters sent to over 15,000 supporters*
- ❖ Placement of company name/logo on CCD Annual Coloring Contest materials reaching over 6,000 volunteers*



Albatross Sponsor - \$15,000

- ❖ Opportunity for a representative to speak at press conference (media site)
- ❖ Booth/display space at media site or cleanup site of choice (pending site availability)
- ❖ Placement of company banner and/or signage at the media site
- ❖ Placement of company name/logo on 1,000 CCD posters* that will be distributed to approximately 60 site captains and placed at key locations throughout San Diego County **

* Size & placement of company name/logo determined by sponsorship level.

** Sponsorships must be finalized by **July 1** to be included on statewide CCD posters.

- ❖ Placement of company name/log on 5,000 event fliers & sponsorship banner at media site*
- ❖ Your company's volunteer team participation at site of your choice (based on availability)
- ❖ Placement of company name/logo on San Diego CCD Web site (with links from ILACSD & SDCK)*
- ❖ Inclusion in pre and post-event news releases and email alerts and newsletters sent to over 15,000 supporters*
- ❖ Placement of company name/logo on CCD Annual Coloring Contest materials reaching over 6,000 volunteers*

California Sea Lion Sponsor - \$10,000



- ❖ Booth/display space at media site or cleanup site of choice (pending site availability)
- ❖ Placement of company banner and/or signage at the media site
- ❖ Placement of company name/logo on 1,000 CCD posters* that will be distributed to approximately 60 site captains and placed at key locations throughout San Diego County **
- ❖ Placement of company name/log on 5,000 event fliers & sponsorship banner at media site*
- ❖ Your company's volunteer team participation at site of your choice (based on availability)
- ❖ Placement of company name/logo on San Diego CCD Web site (with links from ILACSD & SDCK)*
- ❖ Inclusion in pre and post-event news releases and email alerts and newsletters sent to over 15,000 supporters*
- ❖ Placement of company name/logo on CCD Annual Coloring Contest materials reaching over 6,000 volunteers*

Bat Ray Sponsor - \$5,000

- ❖ Placement of company banner and/or signage at the media site
- ❖ Placement of company name/logo on 1,000 CCD posters* that will be distributed to approximately 60 site captains and placed at key locations throughout San Diego County **
- ❖ Placement of company name/log on 5,000 event fliers & sponsorship banner at media site*
- ❖ Your company's volunteer team participation at site of your choice (based on availability)
- ❖ Placement of company name/logo on San Diego CCD Web site (with links from ILACSD & SDCK)*
- ❖ Inclusion in pre and post-event news releases and email alerts and newsletters sent to over 15,000 supporters*
- ❖ Placement of company name/logo on CCD Annual Coloring Contest materials reaching over 6,000 volunteers*

Sea Star Sponsor - \$2,500

- ❖ Placement of company name/log on 5,000 event fliers & sponsorship banner at media site*
- ❖ Your company's volunteer team participation at site of your choice (based on availability)
- ❖ Placement of company name/logo on San Diego CCD Web site (with links from ILACSD & SDCK)*
- ❖ Inclusion in pre and post-event news releases and email alerts and newsletters sent to over 15,000 supporters*
- ❖ Placement of company name/logo on CCD Annual Coloring Contest materials reaching over 6,000 volunteers*



Garibaldi Sponsor - \$1,000 (Site Sponsorship)

- ❖ Your company's volunteer team participation at site of your choice (based on availability)
- ❖ Placement of company name/logo on San Diego CCD Web site (with links from ILACSD & SDCK)*
- ❖ Inclusion in pre and post-event news releases and email alerts and newsletters sent to over 15,000 supporters*
- ❖ Placement of company name/logo on CCD Annual Coloring Contest materials reaching over 6,000 volunteers*

More Information

To learn more about sponsorship opportunities and how your company can help to protect and restore our environment, please contact Danielle Miller with SDCK at (619) 758-7743, extension 101 or Morgan Justice-Black with ILACSD at (619) 291-0103, extension 3003 or visit our web sites at www.sdcoastkeeper.org or www.cleansd.org.

* Size & placement of company name/logo determined by sponsorship level.

** Sponsorships must be finalized by **July 1** to be included on statewide CCD posters.



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SPONSORSHIP OPPORTUNITIES & BENEFITS

Each year, San Diego Coastkeeper (SDCK), I Love A Clean San Diego (ILACSD) and the California Coastal Commission coordinate approximately 60 coastal, inland and underwater cleanup sites throughout San Diego County as part of California Coastal Cleanup Day (CCD), an annual statewide cleanup. In 2007, **6,212 volunteers** removed **94,358 pounds of trash and recyclables** from San Diego's beaches, bays and inland waterways. This debris is much more than an eyesore; it represents a public health threat and contributes to the declining health of our ocean ecosystems. CCD is a major part of an International Coastal Cleanup that includes all 50 states and nearly 70 countries worldwide, making it one of the world's largest volunteer events. ILACSD and SDCK respectfully request that you consider supporting the community and the environment by becoming a sponsor of the 24th Annual California Coastal Cleanup Day.

Sponsorship Benefits	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 , including prominent placement in all event materials and right of first refusal for CCD 2008.	✓						
Presentation of CCD award at the media site in front of up to 1,000 volunteers and the media, reaching tens of thousands of community members.	✓	✓					
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). Opportunity to distribute company's information to up to 1,000 event volunteers.	✓	✓	✓	✓			
Placement of company banner or signage at media site	✓	✓	✓	✓	✓		
Placement of company name/logo on: ~1,000 CCD posters that will be distributed to ~60 site captains and placed at key locations throughout San Diego County* Must secure by July 1	✓	✓	✓	✓	✓		
Placement of company name/logo on 5,000 event fliers & on sponsorship banner at media site*	✓	✓	✓	✓	✓	✓	
Your company's volunteer team participation at site of your choice (based on availability)	✓	✓	✓	✓	✓	✓	✓
Placement of company name/logo on CCD Web site; and inclusion in pre/post event news releases (3) and email alerts/ newsletters sent to over 15,000 supporters*	✓	✓	✓	✓	✓	✓	✓
Placement of company name/logo on 3 rd Annual CCD Coloring Contest poster reaching over 6,000 volunteers*	✓	✓	✓	✓	✓	✓	✓

* Size & placement of company name/logo determined by sponsorship level.



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ABOUT THE EVENT ORGANIZERS

Since 2002, San Diego Coastkeeper (SDCK), I Love A Clean San Diego (ILACSD), and the California Coastal Commission have partnered to coordinate more than 60 coastal, inland and underwater cleanups throughout San Diego County as part of California Coastal Cleanup Day (CCD), an annual statewide cleanup. As this partnership continues to grow, we are engaging more and more San Diegans in protecting and restoring the waterways that are so central to our way of life. In 2007, 6,212 volunteers removed 94,358 pounds of trash and recyclables from San Diego's beaches, bays and inland waterways.

I Love A Clean San Diego

Through outreach, community involvement and example, I Love A Clean San Diego leads and educates our community to actively conserve and enhance the environment. As one of San Diego County's oldest and largest environmental education non-profit organizations, ILACSD promotes awareness of environmental issues including resource conservation, waste reduction, recycling, community enhancement, and pollution prevention. A diversified organization operating throughout San Diego County, ILACSD offers a broad range of expertise in public education and outreach, event coordination, and community relations.

San Diego Coastkeeper

San Diego Coastkeeper protects the region's bays, beaches, watersheds and ocean for the people and wildlife that depend on them. We balance community outreach, education, and advocacy to promote stewardship of clean water and a healthy coastal ecosystem. Dedicated to the belief that we all have a right to clean water, Coastkeeper is the largest professional organization dedicated solely to the monitoring and protection of San Diego's coastal areas and waterways. Launched in 1995, Coastkeeper empowers San Diegans to become actively involved in protecting the natural resources in our communities through habitat restoration, beach clean-ups, watershed monitoring and our groundbreaking Project SWELL curricula and Environmental Law & Policy Clinic.

The California Coastal Commission

The Coastal Commission mission is to 'protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations.' The Commission, in partnership with coastal cities and counties, plans and regulates the use of land and water in the coastal zone, including construction of buildings, divisions of land, and activities that change the intensity of use of land or public access to coastal waters. Among its many programs, the Commission is the statewide event coordinator for CCD.



For More Information:

For more information about I Love a Clean San Diego, please contact Morgan Justice-Black at (619) 291-0103 or mjusticeblack@cleansd.org or visit www.cleansd.org. For more information about San Diego Coastkeeper please contact Danielle Miller at SDCK at (619) 758-7743 or danielle@sdcoastkeeper.org or visit www.sdcoastkeeper.org. For more information about the California Coastal Commission's education programs, contact Eben Schwartz at (415) 904-5210 or eschwartz@coastal.ca.gov or visit www.coast4u.org

