Corporate Partnership Opportunities

acterra.org
# Acterra Events

At this time, our programs are online, and in-person programming is suspended due to the current pandemic. As a result of this change, Acterra has seen an increase in event attendance and impressions.

## Premier Event (Average 200+ attendees and 2,000 impressions)

**Acterra’s Promise to Our Planet** (Spring 2021)
This event combines three purposes: a celebration of Acterra’s community-building and local environmental impact, a vital fundraiser for Acterra’s programs, and an awards ceremony that recognizes Bay Area organizations for making strides in sustainable business practices. Attendees include business leaders, local government representatives and politicians, community members, and sustainability and nonprofit professionals.

## Featured Events (Average 100 attendees and 1,000 impressions)

**Silicon Valley Green Team Network Forums**  
(One each: Fall and Spring)  
Each forum focuses on a different sustainability topic and engages attendees with educational talks and workshops. The events gather business professionals from around the Bay Area who serve on their respective companies’ green teams to collaborate and learn how to accelerate sustainable practices in their workplaces.

**Karl Knapp GoEV Workshops**  
(up to 8 events annually)  
Acterra holds public workshops across the South Bay and Peninsula region to provide education about the benefits and logistics of switching to electric vehicles. Details are provided about incentives and rebates to make EVs affordable to all, including those in low-income communities.

**Public Lecture Series Events**  
(up to 6 lectures annually)  
Acterra’s lecture series features prominent speakers addressing climate change and sustainability issues. Attendees include community members and students.

**Documentary Screenings with Panel Discussions**  
Each screening offers the general public an opportunity to watch a relevant and inspirational documentary about a topic in sustainability. At the end of the screening, we include a live panel discussion featuring experts in the field.

## Partner Events (Average 50 attendees and 500 impressions)

- Induction cooktop workshops
- Plant-based cooking demonstrations
- Coffee hours with Acterra’s Executive Director
- Young Professional Happy Hours and Lectures
- More to be announced

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Acterra: Action for a Healthy Planet  3921 East Bayshore Road, Suite 208 Palo Alto, CA 94303  650.962.9876  [acterra.org](http://acterra.org)
Each partnership level offers a different combination of acknowledgments at Acterra events and in our publications. Corporate partners are able to choose which event(s) at each level they would like to incorporate in their partnership. Levels include:

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader ($15,000)</td>
<td></td>
<td>Includes marketing, verbal recognition, and engagement benefits at all events listed above, plus “Leader-only” perks for additional engagement and recognition only offered at this level.</td>
</tr>
<tr>
<td>Champion ($10,000)</td>
<td></td>
<td>Includes marketing, verbal recognition, and engagement benefits at our premier event, 2 featured events, and 2 partner events of your choice.</td>
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<tr>
<td>Hero ($6,000)</td>
<td></td>
<td>Includes marketing, verbal recognition, and engagement benefits at 2 featured events and 2 partner events of your choice.</td>
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<tr>
<td>Changemaker ($3,000)</td>
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<td>Includes marketing, verbal recognition, and engagement benefits at 1 featured event and 1 partner event of your choice.</td>
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<tr>
<td>Advocate ($1,500)</td>
<td></td>
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Partnership Levels & Benefits

**Leader ($15,000)**

Benefits include all benefits in lower levels plus:

- Marketing, verbal recognition and engagement benefits at all Acterra events listed above
- Recognition in Acterra’s annual report
- Recognition as strategic partner in Acterra’s eNewsletter
- Social Media recognition in relation to each event
- Volunteer opportunities for members of your staff
- Three “Leader-only” perks of your choice for additional engagement and recognition only offered at this level. Choose from:
  - Opportunity for qualified staff members to join Acterra event committees (planning, judging, or advisory
  - Logo placement as a sponsor on your choice of an Acterra webpage with bi-annual update on impression analytics
  - Press release on behalf of your company’s strategic partnership with Acterra
  - Article in “Acterra in Action” newsletter highlighting partnership
  - Opportunity for Acterra to create a unique private event or experience for your company
  - Ability for Acterra to design a team “challenge” for your workplace to save energy, use less water, implement meatless days, use less plastic, or another sustainability challenge of your choice.

**Champion ($10,000)**

Benefits include all benefits in lower levels plus:

- Marketing, verbal recognition, and engagement benefits at our premier event, 2 featured events and 2 partner events
- Opportunities for your staff to design a sponsored Healthy Plate recipe or Cocktail
- A “virtual booth” sent out to all registrants for one of our virtual events
- Table to display company materials at event
- Complimentary attendance for 10 guests at each event

**Hero ($6,000)**

Benefits include all benefits in lower levels plus:

- Marketing, verbal recognition, and engagement benefits at 2 featured events and 2 partner events
- Opportunity to make brief remarks during event programs
- Logo on official Eventbrite Event page

**Changemaker ($3,000)**

Benefits include all benefits in lower level plus:

- Marketing, verbal recognition and engagement at 1 featured event and 1 partner event.
- Logo placement on promotional emails

**Advocate ($1,500)**

Benefits:

- Marketing, verbal recognition and engagement benefits at 1 partner event of your choice
- Public recognition by Acterra staff at each event
- Recognition in event description on Acterra’s website and Eventbrite event page
- Complimentary attendance at each event
- Logo displayed on Acterra website for one year