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APRIL 21 & 22, 2018  
ALAMEDA PARK

# 2018 IN-KIND & MEDIA

SPONSORSHIP OPPORTUNITIES

# ABOUT THE FESTIVAL

33,000 people **220 exhibitors**  
2-day festival at Alameda Park  
**2 days of music** Green car show  
**Eco-marketplace**  
**Children's activities**  
Environmental hero awards



**Over 90%** of waste generated at the festival is **recycled or composted**

Water refill stations  
**eliminate the use of more than 2,500 plastic water bottles**

**Solar power array** helps offset energy usage

Marketing campaigns encourage **biking, walking, taking the bus, or carpooling** to the festival



## GREEN CAR SHOW

Longest-running public Green Car Show in the U.S.

Full city block

Features the latest electric and hybrid vehicle technology from Toyota, GM, Nissan, Honda, Tesla and more

338 "Ride and Drives" in 2017

## BIKE WORLD

Organized in partnership with SB Bike

Free and secure valet bike parking resulted in 1,000 bikes parked in 2017

Free bicycle tuneups

Mini stage powered by bikes

## EXHIBITORS

250 exhibiting spaces

2 square blocks organized by zones

Eco-village designed for companies selling green products and services

# DID YOU KNOW?

CEC hosted one of the first Earth Day celebrations in 1970 and is now home to the largest annual Earth Day Festival on the West Coast.



## MAIN STAGE

Two days of live music and family friendly performances, hosted by New Noise Santa Barbara

Annual Environmental Hero Award

Environmental Stewardship Awards to students & teachers



## FOOD & DRINK

Local, healthy, gourmet food

Locally-sourced beer and wine garden

## CHILDREN'S AREA

Organized in partnership with Learningden Preschool

Kids passport activities throughout the festival

Mini stage and other activities



## HOMEGROWN ROOTS

Connect with local farmers, food and beverage artisans, and organizations that work to promote the bounty of Santa Barbara

Learn about our local food system

# COMMUNITY INFLUENCE

**33,000** people  
attended  
in 2017

**338** people test  
drove an  
electric or  
hybrid vehicle

**1,500** people biked  
to the event

## MEDIA EXPOSURE

**Festival guide** insert in  
*Santa Barbara Independent*,  
week of event  
(circulation approx. 40,000)

**\$250,000 in-kind media** contribution  
(print, tv, radio)

Comprehensive  
**social media marketing** campaign:  
280,000+ mention reach on Twitter  
10,000+ likes on Facebook  
6,000+ people via email

## DID YOU KNOW?

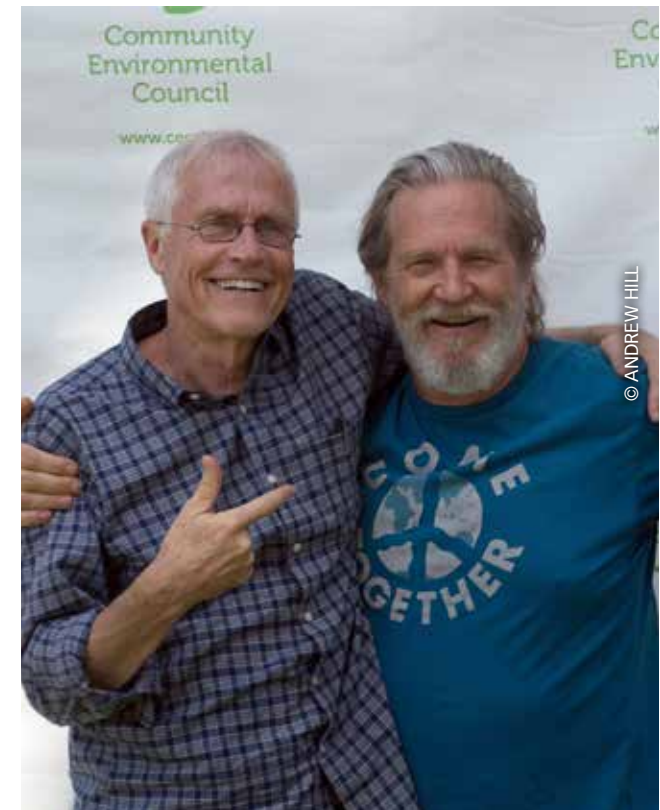
Chevrolet debuted the Spark Electric Vehicle at CEC's Santa Barbara Earth Day Festival in 2013.

## ENVIRONMENTAL HERO AWARD

CEC's annual environmental hero award is granted to an individual who has made significant contributions to the environmental movement.

### *Past recipients include:*

- 2017 Paul Hawken, author, *Drawdown*
- 2016 Congresswoman Lois Capps  
5 Gyres, plastics activist organization
- 2015 Bill McKibben, 350.org founder
- 2014 Salud Carbajal, local Supervisor
- 2013 Bill Nye, science educator  
and TV host
- 2013 Van Jones, green jobs activist, CNN
- 2012 Selma Rubin, local activist
- 2011 Daryl Hannah, actress & activist
- 2010 James Cameron, film director
- 2009 Elon Musk, CEO of Tesla Motors



# WHY SPONSOR?

CEC's Santa Barbara Earth Day Festival attracts a wide range of consumers, from those who seek out green products and services regularly to those who are just learning about them. **Earth Day shines a spotlight on companies who put sustainability front and center and provides an audience that's willing to hear your message.**

Sponsors receive a wide range of benefits, including logo placement during promotion and at the festival. Exhibiting sponsors receive preferential booth placement. Sponsorship benefits are outlined in detail in the following pages.

**We invite you to join us as we celebrate community, country and planet!**

CEC IS A  
1% FOR THE PLANET  
RECIPIENT



**FOR THE  
PLANET**

RECIPIENT



# \$40,000 IN-KIND

# SPONSORSHIP LEVEL

## SANTA BARBARA EARTH DAY PRESENTING SPONSOR



### LOGO AND NAME PLACEMENT

- ▶ Presenting logo placement on all general festival materials, including cover of festival guide, poster and television spots (if committed by **March 9**)
- ▶ Presenting logo placement on special Earth Day mobile website and app
- ▶ Presenting logo placement on six large info kiosks at the festival
- ▶ Presenting logo placement on banners for all festival areas – Green Car Show, Beer Garden, EcoVillage, Kids Corner, Bike Valet, and Great Outdoors
- ▶ Presenting logo placement in CEC e-newsletter before and after event (circ. 6,000)
- ▶ Full page color ad in festival guide to be inserted in *Santa Barbara Independent* newspapers week of the event (circ. approx. 40,000)
- ▶ Prominent inclusion in all press releases for Earth Day
- ▶ Five social media posts (Facebook, Twitter)
- ▶ On-stage presence at the Earth Day event, tailored to meet your interests

### EVENT BENEFITS

- ▶ Upgraded 20 x 20 booth, including premium equipment package in a prime location with sponsor designation on booth. Also includes creative assistance from our team to help design a unique festival experience for your customers.
- ▶ Boxed lunches delivered to your festival booth both days

- ▶ Concierge registration guided by event staff
- ▶ 8 backstage passes to the Earth Day/ New Noise Main Stage, with 2 backstage parking passes

PLEASE NOTE: SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



# \$30,000 IN-KIND

# SPONSORSHIP LEVEL

## SANTA BARBARA EARTH DAY BENEFACTOR



### LOGO AND NAME PLACEMENT

- ▶ Prominent logo placement on all general festival materials, including cover of festival guide, poster and television spots (if committed by **March 9**)
- ▶ Prominent logo placement on special Earth Day mobile website and app
- ▶ Prominent logo placement on six large info kiosks at the festival
- ▶ Prominent logo placement on banners for all festival areas – Green Car Show, Beer Garden, EcoVillage, Kids Corner, Bike Valet, and Great Outdoors
- ▶ Prominent logo placement in CEC e-newsletter before and after event (circ. 6,000)
- ▶ Half-page color ad in festival guide to be inserted in *Santa Barbara Independent* newspapers week of the event (circ. approx. 40,000)
- ▶ Prominent inclusion in all press releases for Earth Day
- ▶ Five social media posts (Facebook, Twitter)
- ▶ On-stage presence at the Earth Day event, tailored to meet your interests

### EVENT BENEFITS

- ▶ Upgraded 20 x 20 booth, including premium equipment package in a prime location with sponsor designation on booth.
- ▶ 6 backstage passes to the Earth Day/ New Noise Main Stage, with 2 backstage parking passes
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ Concierge registration guided by event staff

PLEASE NOTE:  
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



# \$20,000 IN-KIND

# SPONSORSHIP LEVEL

## SANTA BARBARA EARTH DAY PILLAR



### LOGO AND NAME PLACEMENT

- ▶ Logo placement on all general festival materials, including festival guide, poster and television spots (if committed by **March 9**)
- ▶ Logo placement on Earth Day mobile website and app
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Logo placement on select Earth Day banners
- ▶ Logo placement in CEC e-newsletter before and after event (circ. 6,000)

- ▶ Inclusion in all press releases for Earth Day
- ▶ Half-page color ad in festival guide to be inserted in *Santa Barbara Independent* newspapers week of the event (circ. approx. 40,000)
- ▶ Four social media posts (Facebook, Twitter)
- ▶ On-stage recognition by emcee throughout Earth Day weekend

### EVENT BENEFITS

- ▶ 20 x 10 booth in a prime location with sponsor designation on booth.
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ 4 backstage passes to the Earth Day/ New Noise Main Stage, with 2 backstage parking passes
- ▶ Concierge registration guided by event staff

PLEASE NOTE: SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.





\$10,000 IN-KIND

# SANTA BARBARA EARTH DAY PATRON

SPONSORSHIP LEVEL



## LOGO AND NAME PLACEMENT

- ▶ Logo placement on all general festival materials, including festival guide and poster (if committed by **March 0**)
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Logo placement on select Earth Day banners
- ▶ Quarter-page color ad in festival guide to be inserted in *Santa Barbara Independent* newspapers week of the event (circ. approx. 40,000)
- ▶ Inclusion in select press releases for Earth Day
- ▶ Three social media posts (Facebook, Twitter)
- ▶ On-stage recognition by emcee throughout Earth Day weekend

## EVENT BENEFITS

- ▶ 10 x 10 booth with sponsor designation on booth, including equipment package
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ Concierge registration guided by event staff

PLEASE NOTE:  
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



\$5,000 IN-KIND

# SANTA BARBARA EARTH DAY SUSTAINER

SPONSORSHIP LEVEL



## LOGO AND NAME PLACEMENT

- ▶ Logo placement on all certain festival materials, including festival guide and poster (if committed by **March 9**)
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Logo placement on select Earth Day banners
- ▶ Inclusion in select press releases for Earth Day
- ▶ Listing in *Santa Barbara Independent* Festival Guide
- ▶ Two social media posts (Facebook, Twitter)
- ▶ On-stage recognition by emcee throughout Earth Day weekend

## EVENT BENEFITS

- ▶ 10 x 10 booth with sponsor designation on booth, one table and two chairs provided. *Note: tent not included.*
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ Concierge registration guided by event staff

PLEASE NOTE:

SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



# SPONSORSHIP LEVEL

## \$2,500 IN-KIND

### SANTA BARBARA EARTH DAY BOOSTER

#### LOGO AND NAME PLACEMENT

- ▶ Special thanks company name listing in festival guide to be inserted in *Santa Barbara Independent* newspapers week of the event (circ. approx. 40,000)
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Social media post (Facebook, Twitter)
- ▶ On-stage recognition by emcee throughout Earth Day weekend

#### EVENT BENEFITS

- ▶ 10 x 10 booth space with sponsor designation on booth, one table and two chairs provided. *Note: tent not included*
- ▶ 2 boxed lunches delivered to your festival booth both days
- ▶ Concierge registration guided by event staff

PLEASE NOTE:  
SPONSORSHIP BENEFITS ARE NOT  
TRANSFERRABLE.



## \$1,000 IN-KIND

### SANTA BARBARA EARTH DAY CONTRIBUTOR

#### LOGO AND NAME PLACEMENT OPTIONS (CHOOSE 3)

- ▶ Special thanks company name listing in festival guide to be inserted in *Santa Barbara Independent* newspapers week of the event (circ. approx. 40,000)
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Logo on Earth Day website (SBEarthDay.org)
- ▶ Logo on Earth Day mobile website
- ▶ On-stage recognition by emcee throughout Earth Day weekend
- ▶ Logo on Earth Day poster
- ▶ Logo on two Earth Day banners
- ▶ Social media post (Facebook, Twitter)
- ▶ CUSTOMIZE a package. Contact Anais Pellegrini, [apellegri@cecmail.org](mailto:apellegri@cecmail.org)

# IN-KIND/MEDIA SPONSORSHIP LEVEL SUMMARY

	<b>Champion \$40,000</b>	<b>Benefactor \$30,000</b>	<b>Pillar \$20,000</b>	<b>Patron \$10,000</b>	<b>Sustainer \$5,000</b>	<b>Booster \$2,500</b>	<b>Contributor \$1,000</b>
Logo/listing on festival guide and kiosks	<i>logo</i>	<i>logo</i>	<i>logo</i>	<i>logo</i>	<i>logo</i>	<i>name</i>	<i>name</i>
Logo on website	●	●	●	●	●	●	●
On-stage recognition	●	●	●	●	●	●	●
Booth space	<i>20x20 booth</i>	<i>20x20 booth</i>	<i>20x10 booth</i>	<i>10x10 booth</i>	<i>10x10 booth</i>	<i>10x10 booth</i>	
Daily boxed lunch to your festival booth	●	●	●	●	●	●	
Logo on poster	<i>prominent</i>	●	●	●	●		
Logo on banners	<i>prominent</i>	●	<i>select banners</i>	<i>select banners</i>	<i>select banners</i>		
Press release mention	<i>prominent</i>	●	●	<i>select releases</i>	<i>select releases</i>		
Social media mention	3	3	2	1	1		
Logo in email newsletter	<i>pre- &amp; post-event</i>	<i>pre-event</i>	<i>pre-event</i>				
Backstage passes to main stage	6	4	3				
Concierge registration	●	●	●	●	●	●	

# EARTH DAY 2017

## SPONSORS

CASH, MEDIA & IN-KIND

CEC IS A  
1% FOR THE PLANET  
RECIPIENT



**FOR THE  
PLANET**

RECIPIENT

805 – Firestone Walker  
Brewing Co.  
Advanced Veterinary Specialists  
Allen Construction  
Amtrak/LOSSAN  
Armand Hammer  
Foundation  
boone graphics  
Bragg Health Institute  
California Fuel Cell Partnership  
CarpEvents Event Management  
CASA Magazine  
Central Coast Clean  
Cities Coalition  
Central Coast Chevrolet Dealers  
Channel Islands Restoration  
City of Santa Barbara  
Coastal View  
Cox Business  
Cox Communications  
Culligan Water  
Cultivate Events  
DEEP Magazine  
Drink Water With Life  
ella and louie  
Explore Ecology  
Ford Motor Company  
Foundation for Santa Barbara  
City College  
Green Star Coffee

Hope Ranch Living magazine  
i-surf  
Impact Hub Santa Barbara  
Jano Graphics  
Jensen Audio Visual  
KCOY  
KCSB  
KCRW  
KEYT  
KJEE  
KKFX  
K-LITE  
KTYD  
Lazy Acres Market  
Learningden Preschool  
Loa Tree  
Lucidity  
MarBorg Industries  
Matilija Pure Water  
Montecito Bank & Trust  
Natural Energy USA  
New Noise Santa Barbara  
Nicole Wald Consulting  
Nissan  
Noozhawk  
OJO Commuter Scooters  
Oniracom  
Pacific Beverage Company  
PHAROS Creative LLC

Ralphs Fund  
Santa Barbara Bicycle Coalition  
Santa Barbara Bowl Foundation  
Santa Barbara County APCD  
Santa Barbara High School  
Business Academy  
Santa Barbara Home Advisor  
Santa Barbara Independent  
Santa Ynez Band  
of Chumash Indians  
SB Car Free  
The Sandbox  
Arjun Sarkar  
The Sentinel  
Sol Wave Water  
Toyota Mirai  
TVSB  
Visit Santa Barbara  
WA Management  
Whole Foods Market

# #SBEARTHDAY ON INSTAGRAM

@sbcreeks



@pedego



@justinehamiltonsb



@welcomecoffeecart



@magicindigoventures



@peace\_sticks



@kalyaniroldan



@nelicious



@monarcabox



@vesytae9



@mtsushi



@santabarbaraecobroker



Community  
Environmental  
Council

26 West Anapamu St., 2nd Fl  
Santa Barbara, CA 93101  
805.963.0583 • www.cecsb.org

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