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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?

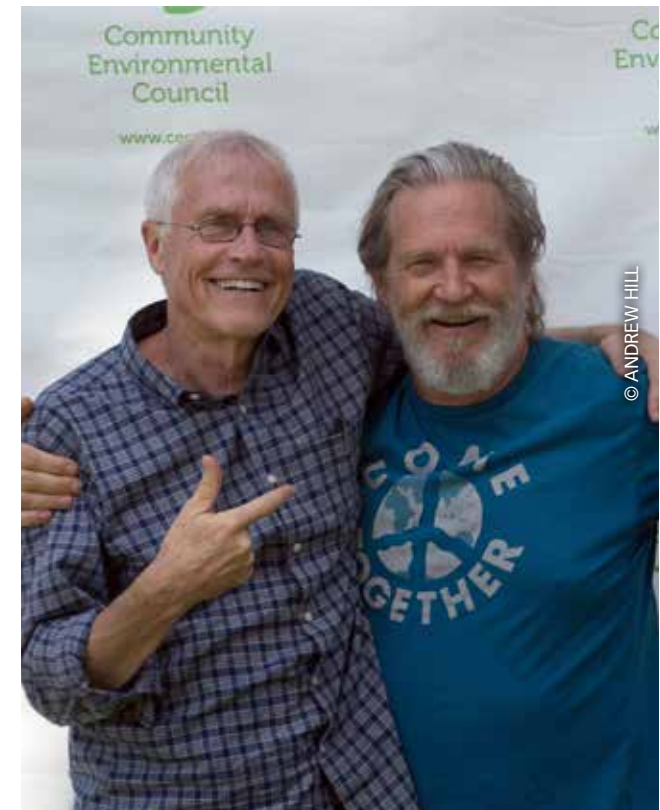
Chevrolet debuted the Spark Electric Vehicle at CEC's Santa Barbara Earth Day Festival in 2013.

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

SPONSORSHIP LEVEL

SANTA BARBARA EARTH DAY PATRON



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 TRANSFERABLE.



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

IN-KIND/MEDIA SPONSORSHIP LEVEL SUMMARY

	Champion \$40,000	Benefactor \$30,000	Pillar \$20,000	Patron \$10,000	Sustainer \$5,000	Booster \$2,500	Contributor \$1,000
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- & 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

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1% FOR THE PLANET
RECIPIENT



**FOR THE
PLANET**

RECIPIENT

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CarpEvents Event Management
CASA Magazine
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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
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Explore Ecology
Ford Motor Company
Foundation for Santa Barbara
City College
Green Star Coffee

Hope Ranch Living magazine
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Impact Hub Santa Barbara
Jano Graphics
Jensen Audio Visual
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KEYT
KJEE
KKFX
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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
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Santa Barbara Home Advisor
Santa Barbara Independent
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of Chumash Indians
SB Car Free
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Arjun Sarkar
The Sentinel
Sol Wave Water
Toyota Mirai
TVSB
Visit Santa Barbara
WA Management
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