Cash Sponsorship Opportunities
ABOUT THE FESTIVAL

2 DAYS
at Alameda Park

220 EXHIBITORS

30,000+
Average
ANNUAL ATTENDANCE

Over
93%
of waste generated at the festival has been
RECYCLED OR COMPOSTED

Marketing campaigns and partnerships encourage attendees and exhibitors to
BIKE WALK CARPOOL TAKE THE BUS to the festival

GREEN CAR SHOW
Longest-running public Green Car Show in the U.S.
Full city block
Features the latest electric vehicle technology from companies like Ford, Toyota, Chevrolet, Nissan, Honda, Tesla and more

ENVIRONMENTAL HERO AWARD

BIKE WORLD
149 & 179 EV & E-BIKE TEST RIDES TAKEN in 2019
2589 attendees in 2019 arrived CAR FREE

250 exhibiting spaces
2 square blocks organized by zones
Eco-Marketplace designed for companies selling green products and services

MUSIC

656 BIKES valet parked

CHILDREN’S ZONE & ACTIVITIES

© SARITA RELIS
© ANDREW HILL
© JEFF KING
© MATT PERKO
ABOUT THE FESTIVAL

MAIN STAGE
Two days of live music and family friendly performances

Annual Environmental Hero Award

Explore Ecology’s Environmental Stewardship Awards honoring students & teachers

HOMEGROWN ROOTS
Connect with local farmers, food and beverage artisans, and organizations that work to promote the bounty of the Central Coast

Learn about our local food system

CHILDREN’S AREA
Spanish language booths

Kids passport activities throughout the festival

Three mini stages and other activities

FOOD & DRINK
Plant-forward menus

Local, healthy, gourmet food

Locally-sourced beer and wine garden
CEC’s annual Environmental Hero Award is granted to an individual or organization who has made significant contributions to the environmental movement.

Past award recipients include:

2022 Kenny Loggins
  LEGENDARY SINGER/SONGWRITER
  AND ENVIRONMENTAL ACTIVIST

CEC’s Climate Stewards
  LOCAL CLIMATE LEADERS

2021 Annie Leonard
  EXECUTIVE DIRECTOR, GREENPEACE USA

2019 Suzy Amis Cameron
  AUTHOR AND FOOD ACTIVIST

Rose Strauss
  STUDENT ACTIVIST

2018 Florencia Ramirez
  AUTHOR AND FOOD ACTIVIST

SeaLegacy
  ENVIRONMENTAL PHOTOJOURNALIST ORGANIZATION

2017 Paul Hawken
  AUTHOR AND PIONEERING ACTIVIST

2016 Lois Capps
  CONGRESSWOMAN

5 Gyres
  PLASTICS ACTIVIST ORGANIZATION

2015 Bill McKibben
  350.ORG FOUNDER

2014 Salud Carbajal
  SANTA BARBARA COUNTY SUPERVISOR

2013 Bill Nye
  SCIENCE EDUCATOR, TV HOST

Van Jones
  GREEN JOBS ACTIVIST, CNN COMMENTATOR
WHY SPONSOR?

The 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. Green Car Show sponsors also receive spots in the Ride and Drive and static car show. Sponsorship benefits are outlined in detail in the following pages.

We invite you to join us as we celebrate community, country, and planet!
SANTA BARBARA EARTH DAY

BENEFACTOR

$15,000 CASH SPONSORSHIP

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 10, 2023**)
- 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, EcoMarketplace, Kids Corner, Bike Valet, and Public Square
- Prominent logo placement in CEC e-newsletter before and after event (circ. 9,000+)
- Half-page color ad in festival guide to be inserted in *Santa Barbara Independent* newspapers week of the event (circ. approx. 40,000)

GREEN CAR SHOW BENEFITS

- Prime location for your Ride & Drive and/or Lounge booth.
- 3-5 vehicles in the Ride & Drive and 2-3 vehicles in the static space
- Table with linens, umbrellas and bar stools in Ride & Drive and static space
- Co-branded opportunities, if desired.

EVENT BENEFITS

- Upgraded 20 x 20 booth, including premium equipment package in a prime location with sponsor designation on booth.
- Boxed lunches delivered to your festival booth both days
- Concierge registration guided by event staff

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERABLE.
SANTA BARBARA EARTH DAY

PILLAR

$10,000 CASH SPONSORSHIP

LOGO AND NAME PLACEMENT
- Logo placement on all general festival materials, including festival guide, poster and television spots (if committed by March 10, 2023)
- 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. 9,000+)
- Half-page color ad in festival guide to be inserted in Santa Barbara Independent newspapers week of the event (circ. approx. 40,000)
- Inclusion in all press releases for Earth Day
- Four social media posts (Facebook, Instagram, LinkedIn)
- Customized on-stage presence
- Logo display on Main Stage screen throughout the 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
- Concierge registration guided by event staff

GREEN CAR SHOW BENEFITS
- 2-4 vehicles in the Ride & Drive and 2-3 vehicles in the static space
- Table with linens, umbrellas and bar stools in Ride & Drive and static space
- Co-branded opportunities, if desired.

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.
SANTA BARBARA EARTH DAY

PATRON

$5,000 CASH SPONSORSHIP

LOGO AND NAME PLACEMENT

Logo placement on all general festival materials, including festival guide and poster (if committed by March 10, 2023)

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, Instagram, LinkedIn)

Customized on-stage presence

Logo display on Main Stage screen throughout the weekend

EVENT BENEFITS

10 x 10 booth with sponsor designation on booth, including equipment package

Boxed lunches delivered to your festival booth both days

GREEN CAR SHOW BENEFITS

2 vehicles in the Ride & Drive and 2 vehicles in the static space

Table with linens, umbrellas and bar stools in Ride & Drive and static space

Concierge registration guided by event staff

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.
SANTA BARBARA EARTH DAY

SUSTAINER

$2,500 CASH SPONSORSHIP

LOGO AND NAME PLACEMENT
► Logo placement on certain festival materials, including festival guide and poster (if committed by March 10, 2023)
► Logo placement on six large info kiosks at the festival
► Logo placement on select Earth Day banners
► Listing in Santa Barbara Independent Festival Guide
► Inclusion in select press releases for Earth Day
► Two social media posts (Facebook, Instagram, LinkedIn)
► Customized on-stage presence
► Logo display on Main Stage screen throughout the weekend

EVENT BENEFITS
► 10 x 10 booth space with sponsor designation on booth, one table and two chairs provided. Note: tent not included.
► Boxed lunches delivered to your festival booth both days

GREEN CAR SHOW BENEFITS
► 1 vehicle in the Ride & Drive and 1-2 vehicles in the static space
► Table with linens, umbrellas and bar stools in Ride & Drive and static space
► Concierge registration guided by event staff

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.
$1,000 NON-EXHIBITING CASH SPONSORSHIP

**Benefit Options Choice of 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 placement on Earth Day website sbearthday.org
- Customized on-stage presence
- Logo display on Earth Day poster
- Logo on two Earth Day banners
- Social media post (Facebook, LinkedIn, Instagram)

For all Sponsorship Inquiries:
Kathi King, kking@cecmail.org
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Community Environmental Council and Carp Events will follow all Santa Barbara County Department of Public Health guidelines for this event.