



COMMUNITY ENVIRONMENTAL COUNCIL'S

Santa Barbara Earth Day Festival

2017

APRIL 22 & 23
ALAMEDA PARK

GREEN CAR SHOW SPONSORSHIP OPPORTUNITIES

ABOUT THE FESTIVAL

29,000 people **250 exhibitors**

2-day festival at Alameda Park

2 days of music Green car show

Eco-marketplace

Children's activities

Environmental hero award



93% 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

225 "Ride and Drives" in 2016



BIKE WORLD

Organized in partnership with
SB Bicycle Coalition

Free and secure valet bike
parking resulted in 1,600 bikes
parked in 2016

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



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

29,320 people
attended
in 2016

225 people test
drove an
electric or
hybrid vehicle

2,600 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:

- 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



"Earth Day Santa Barbara was a coming out party for Go Spiral Farms. It was a smashing hit for us and we have to thank all the attendees for their support and enthusiasm.

We would also like to thank the Earth Day organizers for their world-class professionalism. Looking forward to next year!"

Paul Cathcart
Go Spiral Farms

\$20,000 CASH

SPONSORSHIP LEVEL

GREEN CAR SHOW 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 10**)
- ▶ Presenting logo placement on special Earth Day mobile website
- ▶ 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

- ▶ Prime location for your Ride and Drive and/or Lounge booth. Also includes creative assistance from our team to help design a unique festival experience for your customers
- ▶ 3-6 vehicles in the Ride and Drive and 2-4 vehicles in the static space
- ▶ Cocktail tables, umbrellas and tablecloths in Ride and Drive and static space
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ 10 backstage passes to the Earth Day/ New Noise Main Stage, with 2 backstage parking passes
- ▶ 4 passes to Saturday night cocktail party
- ▶ Concierge registration guided by event staff

PLEASE NOTE: SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



© MATT PERKO

\$15,000 CASH

SPONSORSHIP LEVEL

GREEN CAR SHOW 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 10**)
- ▶ Prominent logo placement on special Earth Day mobile website
- ▶ 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

- ▶ Prime location for your Ride and Drive or Lounge booth. Also includes creative assistance from our team to help design a unique festival experience for your customers.
- ▶ 3-5 vehicles in the Ride and Drive and 2-3 vehicles in the static space
- ▶ Cocktail table, umbrella and tablecloth in Ride and Drive and static space
- ▶ 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
- ▶ 4 passes to Saturday night cocktail party
- ▶ Concierge registration guided by event staff

PLEASE NOTE:
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© ERIC FEDRICEY

\$10,000 CASH

GREEN CAR SHOW PILLAR



LOGO AND NAME PLACEMENT

- ▶ Logo placement on all general festival materials, including festival guide and poster (if committed by **March 10**)
- ▶ Logo placement on Earth Day mobile website
- ▶ 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

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE
NOT TRANSFERABLE.

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
- ▶ 4 passes to Saturday night cocktail party
- ▶ Concierge registration guided by event staff



“Earth Day Fest served as the perfect introduction of the Feelgoodz brand to the Santa Barbara community. Our social and environmental principles were well-received, and the SB demo IS the Feelgoodz customer. On a sunny weekend in April (prime flip-flop time), we hit our sales goal by the 5th hour on the first day! Can’t wait to come back next year!”

Kyle Berner
Founder, *Feelgoodz Footwear*

\$5,000 CASH

GREEN CAR SHOW PATRON

SPONSORSHIP LEVEL



LOGO AND NAME PLACEMENT

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

- ▶ 2 vehicles in the Ride and Drive and 2 vehicles in the static space
- ▶ Cocktail table, umbrella and tablecloth in Ride and Drive and static space
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ 2 passes to Saturday night cocktail party
- ▶ Concierge registration guided by event staff

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



“CEC’s Earth Day Festival was such a great opportunity to display my natural, organic, eco-friendly sunscreen. I met so many people in the community that were so supportive of locally made organic products. Thank you Santa Barbara Earth Day for supporting local small businesses. When you support a local business you are supporting someone’s dream. Nalu Life will definitely be back next year!”

Anna Salcido, Nalu Life Founder

\$2,500 CASH

SPONSORSHIP LEVEL

GREEN CAR SHOW SUSTAINER



LOGO AND NAME PLACEMENT

- ▶ Logo placement on all certain festival materials, including festival guide and poster (if committed by **March 10**)
- ▶ 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
- ▶ Two social media posts (Facebook, Twitter)
- ▶ On-stage recognition by emcee throughout Earth Day weekend



EVENT BENEFITS

- ▶ 1 vehicle in the Ride and Drive and 1-2 vehicles in the static space
- ▶ Cocktail table, umbrella and tablecloth in Ride and Drive and static space
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ Concierge registration guided by event staff

PLEASE NOTE: SPONSORSHIP BENEFITS ARE NOT TRANSFERABLE.

GREEN CAR SHOW SPONSORSHIP LEVEL SUMMARY

	Presenting \$20,000	Benefactor \$15,000	Pillar \$10,000	Patron \$5,000	Sustainer \$2,500
Festival guide listing	<i>logo</i>	<i>logo</i>	<i>logo</i>	<i>logo</i>	<i>logo</i>
Logo on website	●	●	●	●	●
On-stage recognition	●	●	●	●	●
Equipment <i>*see full description for equipment details</i>	●	●	●	●	●
Daily boxed lunch to your festival booth	●	●	●	●	●
Logo on poster, festival guide, kiosks	<i>on cover; prominent</i>	<i>on cover; prominent</i>	●	●	●
Logo on banners	<i>top spot</i>	<i>prominent</i>	<i>select banners</i>	<i>select banners</i>	<i>select banners</i>
Ad in festival guide	<i>full-page</i>	<i>half-page</i>	<i>half-page</i>	<i>quarter-page</i>	
Press release mention	<i>prominent</i>	●	●	<i>select releases</i>	
Social media posts	5	5	4	3	2
Passes to Saturday night cocktail party	<i>4 passes</i>	<i>4 passes</i>	<i>4 passes</i>	<i>2 passes</i>	
Logo in television spots	<i>prominent</i>	●	●		
Logo in email newsletter	<i>pre- & post-event</i>	<i>pre-event</i>	<i>pre-event</i>		
Backstage passes to main stage	<i>8 passes</i>	<i>6 passes</i>	<i>4 passes</i>		
Concierge registration	●	●	●	●	●

EARTH DAY 2016

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
- Be Green Packaging
- boone graphics
- Bragg Health Institute
- California Solar Electric
- Caribbean Coffee Company
- CASA Magazine
- Central Coast Clean Cities Coalition
- Channel Islands Restoration
- City of Santa Barbara
- Classic Party Rentals
- Cox Business
- Cox Communications
- Culligan Water
- Cultivate Events
- DEEP Magazine
- Drink Water With Life
- Dons Net Café – SBHS
- Downtown Santa Barbara
- ella and louie
- Foundation for Santa Barbara City
College
- Gainey Vineyard
- Gillian Valentine Events
- Girls Rock SB
- Go Spiral Farms
- Green Star Coffee
- Hope Ranch Living
- i-surf
- Jensen Audio Visual
- Just4fun Fitness
- KCOY
- KCSB
- KCRW
- KEYT
- KJEE
- KKFX
- K-LITE
- Klean Kanteen
- KTYD
- Kidz Engineering 101
- Learningden Preschool
- Loa Tree
- Lucidity
- MarBorg Industries
- Matilija Pure Water
- Matt Perko Photography
- Mesa Lane Partners
- Mother Dirt
- New NoiseSanta Barbara
- Nicole Schon Consulting
- Noozhawk
- Oniracom
- Pacific Beverage Company
- Pali Wine Co.
- Paper Moon Printing Co.
- Paradise Chevrolet
- Parent Click
- PHAROS Creative LLC
- ProYo Frozen Yogurt
- Ralphs Fund
- Santa Barbara Bicycle Coalition
- Santa Barbara Bowl Foundation
- Santa Barbara County APCD
- Santa Barbara Independent
- Santa Barbara Nissan
- Santa Ynez Band
of Chumash Indians
- SB Car Free
- Arjun Sarkar
- The Sentinel
- So Delicious
- Sol Wave Water
- Sprout Up
- Summerland Winery
- SunRun
- Toyota Motor
North America
- TV SB
- Vices & Spices
- Visit Santa Barbara
- Warner Anderson Events
- White Ledge Outdoor Journal
- Whole Foods Market

#SBEARTHDAY ON INSTAGRAM

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