

2020 GREEN CAR SHOW SPONSORSHIP OPPORTUNITIES



COMMUNITY ENVIRONMENTAL COUNCIL

EARTH DAY

established 1970

Santa Barbara, CA

APRIL 17-19, 2020
ALAMEDA PARK

© ANDREW SCHONBERGER

ABOUT THE FESTIVAL

31,219 people ★ **200+ exhibitors**

2-day festival at Alameda Park

2+ days of music ★ Green car show

Eco-marketplace

Children's activities

Environmental hero awards



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 Ford, Toyota, Chevrolet, Nissan, Honda, Tesla and more

More than 4,652 attendees have test driven vehicles at the event in the past 8 years



BIKE WORLD

Organized in partnership with SB Bike

Free and secure valet bike parking resulted in more than 626 bikes parked in 2019

Free bicycle tuneups



EXHIBITORS

200+ exhibiting spaces

2 square blocks organized by zones

Eco-Marketplace designed for companies selling green products and services



50TH ANNIVERSARY

Special merchandise

Special events & partnership opportunities



Over **89%** of waste generated at the festival is **recycled or composted**

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

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

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

Annual Environmental Hero Award

Environmental Stewardship Awards to students & teachers



CHILDREN'S AREA

Organized in partnership with Learningden Preschool and ExploreEcology

Kids passport activities throughout the festival

Three mini stages and other activities



FOOD & DRINK

Local, healthy, gourmet food

Locally-sourced beer and wine garden



HOME-GROWN 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

31,219 people
attended
in 2019

328 people test drove
an electric or
hybrid vehicle
or an ebike

626 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

ENVIRONMENTAL HERO AWARD

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:

- 2019 **Suzy Amis Cameron** AUTHOR AND FOOD ACTIVIST
- 2019 **Rose Strauss** STUDENT ACTIVIST
- 2018 **Florencia Ramirez** AUTHOR AND FOOD ACTIVIST
- 2018 **SeaLegacy** ENVIRONMENTAL PHOTOJOURNALIST ORGANIZATION
- 2017 **Paul Hawken** AUTHOR AND PIONEERING ACTIVIST
- 2016 **Lois Capps** CONGRESSWOMAN
- 2016 **5 Gyres** PLASTICS ACTIVIST ORGANIZATION
- 2015 **Bill McKibben** 350.ORG FOUNDER
- 2014 **Salud Carbajal** LOCAL SUPERVISOR
- 2013 **Bill Nye** SCIENCE EDUCATOR, 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 audience, from those who regularly make environmentally-minded purchasing decisions to those who are just beginning to consider them. Our goal is make sure that people know and connect with automobile manufacturers, dealerships, and mobility entrepreneurs who share a commitment to sustainability.

Green Car Show sponsors receive a wide range of benefits, including spots in the Ride and Drive and static car show. Our team of event organizers work one-on-one with high-level sponsors to create customized benefit packages that elevate their presence at the festival. This ensures that everyone in attendance knows who you are, what you have to offer, and what your company stands for.

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

CEC IS A
1% FOR THE PLANET
RECIPIENT



© ANDREW HILL

“As 4th year consecutive sponsor of SBED - it's no secret why Toyota continues to come back. SBED allows us to highlight the Toyota brand in the most creative ways - and allows us to engage with consumers from all over the SB/LA area. It provides us with a platform to enlighten consumers about the Toyota Mirai's story and the Mirai's sustainability initiatives.”

Elizabeth Nichols
Saatchi & Saatchi
Toyota

\$25,000 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 6**)
- ▶ Presenting logo placement on SBEarthDay.org
- ▶ Presenting logo placement on six large info kiosks at the festival
- ▶ Six single-logo banners displayed at festival
- ▶ Year-round social media recognition
- ▶ Digital badge for your website
- ▶ Presenting logo placement in CEC e-newsletter (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
- ▶ On-stage recognition at the Earth Day event

EVENT BENEFITS

- ▶ Prime location for your Ride & 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 & Drive and 2-4 vehicles in the static space
- ▶ Tables with linens, umbrellas and bar stool in Ride & Drive and static space

- ▶ Boxed lunches delivered to your festival booth both days
- ▶ Concierge registration guided by event staff
- ▶ 8 backstage passes to the Earth Day Main Stage
- ▶ Co-branded opportunities, if desired

PLEASE NOTE:

SPONSORSHIP BENEFITS ARE NOT TRANSFERABLE.



\$15,000 CASH

GREEN CAR SHOW BENEFACTOR

SPONSORSHIP LEVEL



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 6**)
- ▶ Prominent logo placement on SBEarthDay.org
- ▶ Prominent logo placement on six large info kiosks at the festival
- ▶ Six single-logo banners displayed at festival
- ▶ Prominent logo placement in CEC e-newsletter (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
- ▶ Year-round social media posts
- ▶ On-stage recognition at the Earth Day event
- ▶ Digital badge for your website

EVENT BENEFITS

- ▶ Prime location for your Ride & Drive and/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 & Drive and 2-3 vehicles in the static space
- ▶ Tables with linens, umbrellas and bar stool in Ride & Drive and static space
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ Concierge registration guided by event staff
- ▶ 6 backstage passes to the Earth Day Main Stage
- ▶ Co-branded opportunities, if desired

PLEASE NOTE: SPONSORSHIP BENEFITS ARE NOT TRANSFERABLE.



© CRAIG WOODMAN

\$10,000 CASH

GREEN CAR SHOW PILLAR

SPONSORSHIP LEVEL



LOGO AND NAME PLACEMENT

- ▶ Logo placement on all general festival materials, including festival guide, poster and television spots (if committed by **March 6**)
- ▶ Logo placement on SBEarthDay.org
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Four single-logo banners displayed at festival
- ▶ Logo placement in CEC e-newsletter (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)
- ▶ Year-round social media posts
- ▶ On-stage recognition by emcee throughout Earth Day weekend
- ▶ Digital badge for your website

EVENT BENEFITS

- ▶ 2-4 vehicles in the Ride & Drive and 2-3 vehicles in the static space
- ▶ Tables with linens, umbrellas and bar stool in Ride & Drive and static space
- ▶ Boxed lunches delivered to your festival booth both days
- ▶ 4 backstage passes to the Earth Day Main Stage
- ▶ Concierge registration guided by event staff
- ▶ Co-branded opportunities, if desired

PLEASE NOTE: SPONSORSHIP BENEFITS ARE NOT TRANSFERABLE.



“The Santa Barbara Earth Day Festival was one of the best events we went to in the 2019 festival season! It had the largest amount of people that identify with our products and higher than average brand recognition!”

So Delicious Tour Lead

\$5,000 CASH

GREEN CAR SHOW PATRON

SPONSORSHIP LEVEL



LOGO AND NAME PLACEMENT

- ▶ Logo placement on all general festival materials, including festival guide, SBEarthDay.org, and poster (if committed by **March 6**)
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Four single-logo banners displayed at festival
- ▶ 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 press releases for Earth Day
- ▶ Year-round social media posts
- ▶ On-stage recognition by emcee throughout Earth Day weekend
- ▶ Digital badge for your website

EVENT BENEFITS

- ▶ 2 vehicles in the Ride and Drive and 2 vehicles in the static space
- ▶ Tables with linens, umbrellas and bar stool in Ride & 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.



“Bye Bye Mattress, a program of the Mattress Recycling Council, has thoroughly enjoyed its partnership with Santa Barbara Earth Day over the past three years. This is certainly one of the best Earth Day events in the country (we’ve been to a lot!). Engagement is strong, the staff of the festival are tremendous and the audience attending cares deeply about the environment.”

Maggie L. Ellison
Event Marketing Strategies
Bye Bye Mattress

\$2,500 CASH

GREEN CAR SHOW SUSTAINER

SPONSORSHIP LEVEL



LOGO AND NAME PLACEMENT

- ▶ Logo placement on all certain festival materials, including festival guide, SBEarthDay.org and poster (if committed by **March 6**)
- ▶ Logo placement on six large info kiosks at the festival
- ▶ Two single-logo banners displayed at festival
- ▶ Inclusion in select releases for Earth Day
- ▶ Two social media posts (Facebook, Twitter)
- ▶ On-stage recognition by emcee throughout Earth Day weekend
- ▶ Digital badge for your website

EVENT BENEFITS

- ▶ 1 vehicle in the Ride and Drive and 1-2 vehicles in the static space
- ▶ Tables with linens, umbrellas and bar stool in Ride & 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.



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GREEN CAR SHOW SPONSORSHIP LEVEL SUMMARY

	Presenting \$25,000	Benefactor \$15,000	Pillar \$10,000	Patron \$5,000	Sustainer \$2,500
Cars in show	<i>prime location 3-6 Ride & Drive 2-4 Static</i>	<i>prime location 3-5 Ride & Drive 2-3 Static</i>	<i>2-4 Ride & Drive 2-3 Static</i>	<i>2 Ride & Drive 2 Static</i>	<i>1 Ride & Drive 1-2 Static</i>
Festival Guide listing	<i>cover</i>	<i>cover</i>	<i>logo</i>	<i>logo</i>	<i>logo</i>
Logo on SBEarthDay.org	✓	✓	✓	✓	✓
On-stage recognition	✓	✓	✓	✓	✓
Equipment <i>*see full description for details</i>	✓	✓	✓	✓	✓
Daily boxed lunch to your festival booth	✓	✓	✓	✓	✓
Logo on poster, festival guide, kiosks	<i>prominent</i>	<i>prominent</i>	✓	✓	✓
Solo logo banners	6	6	4	4	2
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>prominent</i>	✓	✓	✓
Social media posts	<i>year-round</i>	<i>year-round</i>	<i>year-round</i>	<i>year-round</i>	2
Logo in television spots	<i>prominent</i>	✓	✓		
Logo in email newsletter	<i>pre-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	✓	✓	✓	✓	✓
Website digital badge	✓	✓	✓	✓	✓
Co-branding opportunities	✓	✓	✓		

EARTH DAY 2019

SPONSORS

CASH, MEDIA & IN-KIND

“Most of our supporters heard about our organization because of our Earth Day sponsorship. It has been a remarkable way to reach the public with our message.”

Ken Owen
*Executive Director,
Channel Islands Restoration
(longtime sponsor)*



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Arjun Sarkar
Armand Hammer Foundation
Bank of America
Bella Vista Designs, Inc.
BMW
boone graphics
Bright Event Rentals
Bragg Health Institute
Buddha Properties
Bye Bye Mattress
Cambria Estate Winery
Carp Events
Central Coast Clean Cities
Coalition
Channel Island Restoration
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COMMUNITY ENVIRONMENTAL COUNCIL
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 Santa Barbara, CA

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