

SANTA BARBARA EARTH DAY

APRIL 29-30, 2023

ALAMEDA PARK

SANTA BARBARA



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
CARPPOOL
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

149 & 179
EV E-BIKE
TEST RIDES TAKEN
in 2019



MUSIC



ENVIRONMENTAL HERO AWARD



BIKE WORLD

2589
attendees in 2019 arrived
CAR FREE

656
BIKES
valet parked



EXHIBITORS

250 exhibiting spaces
2 square blocks organized by zones

Eco-Marketplace designed for companies selling green products and services



CHILDREN'S ZONE & ACTIVITIES

ABOUT THE FESTIVAL

COMMUNITY ENVIRONMENTAL COUNCIL
EARTH DAY



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!



MEDIA EXPOSURE

Festival Guide insert in Santa Barbara Independent during week of event

40,000

CIRCULATION

\$250,000

IN-KIND MEDIA CONTRIBUTION
(print, tv, radio)

Comprehensive marketing campaigns

280,000+

TWITTER mention reach

10,000+

FACEBOOK likes

9,000+

EMAIL subscribers

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)

- ▶ Prominent inclusion in all press releases for Earth Day
- ▶ Five social media posts (Facebook, Instagram, LinkedIn)
- ▶ Customized on-stage presence
- ▶ Logo display on Main Stage screen throughout the weekend

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

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.

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



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:
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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:
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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.

CASH, IN-KIND & MEDIA SPONSORS 2019

COMMUNITY ENVIRONMENTAL COUNCIL
EARTH DAY

Advanced Veterinary Specialists	Edible Santa Barbara	Leaf Filter	Santa Barbara Independent
Arjun Sarkar	Electric Bikes of Santa Barbara	Learningden Preschool	Santa Barbara MTD
Armand Hammer Foundation	Explore Ecology	Loa Tree	Santa Barbara Nissan
Bank of America	Feast and Fest	Los Angeles Cleantech Incubator	Santa Ynez Band of Chumash Indians
Bella Vista Designs, Inc.	Firestone Walker Brewing Co.	Lucidity	Santa Ynez Vacation Rentals
BMW	Foundation for SBCC	maps.com	SB Bike
boone graphics	Good Energy Solar	MarBorg Industries	The Sentinel
Bright Event Rentals	Green Project Consultants	Matilija Pure Water Systems	So Delicious
Bragg Health Institute	Green Star Coffee	Mercury Press Int'l	Southern California Edison Transportation Electrification
Buddha Properties	Hope Ranch Living	New Noise	Spudnuts
Bye Bye Mattress	Husqvarna	Noozhawk	Sugar Mill Farm
Cambria Estate Winery	Impact Hub	Notre Dame School	Toyota
Carp Events	Jano Graphics	Oniracom	TV SB
Central Coast Clean Cities Coalition	KCOY	Pedego	UCSB All-Gaucha Reunion
Channel Island Restoration	KCRW	Perry Ford	Visit Santa Barbara
City of SB	KCSB	PHAROS Creative LLC	Voice Magazine
Coastal Dispensary	KEYT	Rite Care Childhood Language Center	WA Events
Cultivate Events	KJEE	Santa Barbara Air Pollution Control District	Water With Life
CycleMAYnia	KKFX	Santa Barbara Bowl	write kinda girl
Draughtsmen Aleworks	KLITE	Santa Barbara Certified Farmers Market	
edhat	KTYD		
	La Quinta Inn & Suites		



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PRODUCED BY



Community
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Bold Climate Action
Acción Climática Audaz



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