

SANTA BARBARA EARTH DAY

APRIL 27-28, 2024

ALAMEDA PARK

SANTA BARBARA



Community
Environmental
Council

Bold Climate Action
Acción Climática Audaz



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

173 & 177
EV E-BIKE

TEST RIDES TAKEN
in 2019



MUSIC



ENVIRONMENTAL HERO
AWARD



BIKE WORLD

600+

BIKES
valet parked



EXHIBITORS

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



FAMILY ZONE &
ACTIVITIES

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



ENVIRONMENTAL HERO

The Community Environmental Council'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:

2023 **Nalleli Cobo & Cesar Aguirre**

CLIMATE JUSTICE ACTIVISTS

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



EXCITING FESTIVAL NEWS

For more than 50 years, the Community Environmental Council (CEC) has produced the Santa Barbara Earth Day Festival, one of the largest and longest running Earth Day celebrations in the United States. Over the years, CEC and its partners, along with the tens of thousands of people who attend each year, have cultivated this beloved event into the robust showcase of sustainability it is today.

In 2024, CEC is transitioning festival production to our longtime Santa Barbara Earth Day Festival partner, Carp Events. Carp Events has produced many of our region's large-scale events for more than twenty years and is looking forward to producing the festival with the spirit of community togetherness and professionalism that they bring to all their productions.

The Community Environmental Council will remain connected to the Santa Barbara Earth Day Festival as a presenting sponsor and a guiding production partner during the transition. CEC will continue to organize the Environmental Hero Award Ceremony, climate action stage, and other mission-focused programming. We are confident that, at its core, the Santa Barbara Earth Day Festival will continue its tradition of providing thousands of people the opportunity to learn, engage with eco-friendly products, services, and organizations, and be inspired to take climate action.

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. 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

\$20,000 CASH SPONSORSHIP

MARKETING BENEFITS

- ▶ Prominent logo placement on all general festival materials, including cover of festival guide, poster and television spots (if committed by **March 1, 2024**)
- ▶ Prominent logo placement on festival info kiosks
- ▶ Prominent logo placement on banners for all festival areas: Green Car Show, Beer Garden, EcoMarketplace, Family Zone, 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)
- ▶ 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

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



PILLAR

\$12,500 CASH SPONSORSHIP



MARKETING BENEFITS

- ▶ Logo placement on all general festival materials, including festival guide, poster and television spots (if committed by **March 1, 2024**)
- ▶ Logo placement on festival info kiosks
- ▶ 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)
- ▶ 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

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.

PATRON

\$6,500 CASH SPONSORSHIP

MARKETING BENEFITS

- ▶ Logo placement on all general festival materials, including festival guide and poster (if committed by **March 1, 2024**)
- ▶ Logo placement on festival info kiosks
- ▶ 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)
- ▶ 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

PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERRABLE.



SUSTAINER

\$3,500 CASH SPONSORSHIP



MARKETING BENEFITS

- ▶ Logo placement on certain festival materials, including festival guide and poster (if committed by **March 1, 2024**)
- ▶ Logo placement on festival info kiosks
- ▶ 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)
- ▶ 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



PLEASE NOTE:
SPONSORSHIP BENEFITS ARE NOT TRANSFERABLE.

FRIEND

\$1,500 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 festival info kiosks
- ▶ Logo placement on Earth Day website sbearthday.org
- ▶ Logo on Main Stage screen
- ▶ Logo display on Earth Day poster
- ▶ Social media post (Facebook, LinkedIn, Instagram)

FOR ALL SPONSORSHIP INQUIRIES:
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CASH, IN-KIND & MEDIA SPONSORS 2023

Audi Santa Barbara

Bree'osh Bakery

the Blue Owl

Boone Graphics

Brander Winery & Vineyard

Brighten Solar Co.

Bunnin Chevrolet

Bye Bye Mattress

Central Coast Clean Cities Coalition (C5)

Central Coast Community Energy

City of Santa Barbara

Cox Communications

Draughtsmen Aleworks

E-bikery

Edhat

Firestone Walker Brewing Company

Grid Alternatives

Hope Ranch Living

Jeep & Chrysler of Santa Barbara

KJEE

Matilija Pure Water Systems

MarBorg Industries

McConnell's Fine Ice Creams

Montecito Bank & Trust

Noozhawk

Pacific Coast Business Times

Polestar Los Angeles

RAD Power Bikes

Radio Lazer

Santa Barbara County Air Pollution
Control District (APCD)

Santa Barbara County Food Action
Network (SBCFAN)

Santa Barbara City College Foundation

Santa Barbara Independent

Santa Ynez Band of Chumash Indians
Foundation

Solectrac

Swell Energy

Sunkissed Pantry

Tri-County Regional Energy Network (3-C
REN)

Trinity Episcopal Church's Justice and
Outreach Council

Ventura Volkswagen

Voice Magazine

Water With Life

Whole Foods Market



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PRODUCED BY



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