



*Protecting and enhancing the Central Coast since 1971*

## **2017 Coastal Cleanup Day**

### **SPONSORSHIP PACKET**

Become a sponsor of the 33<sup>rd</sup> Annual California Coastal Cleanup Day (CCD) for San Luis Obispo County on Saturday, September 16<sup>th</sup>. This event engages and challenges volunteers from our community to clean up trash and debris. Marine debris looks bad; more importantly, it contributes to the declining health of our oceans.

ECOSLO is once again partnering with the California Coastal Commission to bring this event to San Luis Obispo County. Every year, we coordinate beach cleanups from San Simeon to the Oceano Dunes. Even though Central Coast beaches are cleaner than some, last year over 6,500 pounds of trash and recyclables were removed from our beaches, lakes, and creeks.

Organizing an event of this magnitude takes months, hours, and resources for our organization. ECOSLO receives no funding for this - we rely solely on sponsors like you! Please help us keep this event going by becoming a Coastal Cleanup Day Sponsor. Your generosity will directly contribute to the event's success in these ways:








- Enable ECOSLO to recruit hundreds of volunteers through effective advertising, press releases, articles, op-eds, radio interviews, and public presentations.
- Strengthen your organization's image and increase patronage by demonstrating good corporate citizenship.
- Cover the cost of equipment and supplies needed: gloves, data sheets, and waste collectors.
- Provide refreshments for volunteers and incentives for volunteer site captains.
- Improve employee retention and loyalty by providing an opportunity to engage in a service event that enhances the community where they live, work, and play.
- Forge alliances with other concerned organizations to help shape a better future.

Join us as a sponsor of this critically important event. Within the next few weeks, an ECOSLO representative will call to see if you have any questions. In the meantime, learn more by visiting the ECOSLO website: [www.ecoslo.org](http://www.ecoslo.org). We look forward to your support in the 33<sup>rd</sup> Annual Coastal Cleanup Day!

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## Sponsorship Opportunities & Benefits

All sponsorship contributions are fully tax-deductible.

Sponsorship Benefits	Whale Sponsor	Dolphin Sponsor	Sea Turtle Sponsor	Angel Fish Sponsor	Pelican Sponsor	Sea Star Sponsor	Oyster Sponsor
	\$5,000+	\$2,500	\$1,000	\$750	\$500	\$250	\$100
<i>Includes all Dolphin benefits plus:</i> <ul style="list-style-type: none"> <li>• Exclusive TV sponsorship</li> <li>• Only YOUR business name with ECOSLO will appear on television advertisements (scheduled to run two weeks prior to the event)</li> </ul>							
<i>Dolphin Includes all Sea Turtle benefits plus:</i> <ul style="list-style-type: none"> <li>• Your business mentioned in Coastal Cleanup Day radio advertisements</li> <li>• Receive Adopt-a-Beach recognition for the day (optional). Reserved space on-site at one major beach to set up and promote your business.</li> </ul>							
<i>Includes all Angel Fish benefits plus:</i> <ul style="list-style-type: none"> <li>• Mention in pre- and post-event press releases</li> <li>• Mention in all pre- and post-event email alerts sent out to 3,100+ supporters</li> </ul>							
<i>Includes all Pelican benefits plus:</i> <ul style="list-style-type: none"> <li>• Logo on banners at Coastal Cleanup Day sites</li> <li>• Logo on 1,200+ handouts</li> </ul>							
<i>Includes all Sea Star benefits plus:</i> <ul style="list-style-type: none"> <li>• Logo on Coastal Cleanup Day poster</li> <li>• Mentions on ECOSLO social media pages and posts</li> <li>• ECOSLO will post a link to your business website</li> </ul>							
<ul style="list-style-type: none"> <li>• Company logo on ECOSLO website as a Coastal Cleanup Day sponsor</li> <li>• Receive a Coastal Cleanup Day appreciation certificate</li> </ul>							
<ul style="list-style-type: none"> <li>• Your individual or business name on the ECOSLO website as a Coastal Cleanup Day sponsor</li> <li>• Receive a Coastal Cleanup Day appreciation certificate</li> </ul>							

Office: 246 Higuera St.  
San Luis Obispo, CA 93401  
Mail: P.O. Box 1014  
San Luis Obispo, CA 93406



Phone: (805) 544-1777  
Email: [ccd@ecoslo.org](mailto:ccd@ecoslo.org)  
Online: [www.ecoslo.org](http://www.ecoslo.org)

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## 2017 Coastal Cleanup Day Sponsorship Application

*Please return this completed form with your donation by Wednesday, August 16, 2017 to:*

**ECOSLO, P.O. Box 1014, San Luis Obispo, CA 93406**

<b>Company/Organization Name:</b> <i>As it will appear in promotional materials</i>	
<b>Contact Name:</b>	
<b>Position Title:</b>	
<b>Phone:</b>	
<b>Fax:</b>	
<b>Mailing address:</b>	
<b>Business address:</b> <i>(If different from above)</i>	
<b>Email address:</b>	
<b>Website:</b>	

### Sponsorship Level:

- |   |   |
|---|---|
| <input type="checkbox"/> Whale Sponsor (\$5,000+)     | <input type="checkbox"/> Pelican Sponsor (\$500)  |
| <input type="checkbox"/> Dolphin Sponsor (\$2,500)    | <input type="checkbox"/> Sea Star Sponsor (\$250) |
| Preferred beach: _____                                | <input type="checkbox"/> Oyster Sponsor (\$100)   |
| <input type="checkbox"/> Sea Turtle Sponsor (\$1,000) | <input type="checkbox"/> Other _____              |
| <input type="checkbox"/> Angel Fish Sponsor (\$750)   | <input type="checkbox"/> In-Kind Donation _____   |

**In-Kind Donations:** *We need assistance with advertising, volunteer Site Captain gifts (such as gift certificates), trash pick-up tools, food and drinks for volunteers and site captains. Organizations that make an in-kind donation receive a sponsorship level of equivalent monetary value. Please contact us regarding other types of donations.*

### ***More Information:***

To learn more about sponsorship opportunities and how your organization can help to restore our beaches & waterways, please contact Executive Director, Mary Ciesinski at (805) 544-1777 or by email, [ccd@ecoslo.org](mailto:ccd@ecoslo.org).

ECOSLO is a 501(c)(3) not-for-profit, and our Federal Tax ID number is 23-7213237

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## **ABOUT COASTAL CLEANUP DAY EVENT ORGANIZERS**

### **The Environmental Center of San Luis Obispo (ECOSLO)**

ECOSLO is a non-profit membership organization dedicated to protecting and enhancing the natural environment and human well-being through education, advocacy, and action. For over 45 years, ECOSLO has strived to support and create resilient, healthy, natural systems and lifestyles in San Luis Obispo County. We are committed to a sustainable future while working to improve the quality of life and economic vitality in our communities. Through education, advocacy, and community building, ECOSLO protects the natural environment and environmental health on the Central Coast.

For more information about ECOSLO, please visit [www.ecoslo.org](http://www.ecoslo.org) or contact Mary Ciesinski, Executive Director, at (805) 544-1777 or [ccd@ecoslo.org](mailto:ccd@ecoslo.org).

***Our federal non-profit Tax ID is 23-7213237.***

### **The California Coastal Commission**

The California Coastal Commission's mission is to "Protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations." The Commission, in partnership with coastal cities and counties, plans and regulates the use of land and water in the coastal zone, including construction of buildings, divisions of land, and activities that change the intensity of use of land or public access to coastal waters. Among its many programs, the Commission is the statewide event coordinator for Coastal Cleanup Day.

For more information about the California Coastal Commission's education programs, contact Eben Schwartz at (415) 904-5210 or [eschwartz@coastal.ca.gov](mailto:eschwartz@coastal.ca.gov) or visit [www.coast4u.org](http://www.coast4u.org).