



2016 Sponsorship Opportunities



Invest in the future

We invite you to sponsor one or both of our 2016 events.
CCA events support our vital work in reducing air pollution across California.

- ★ 7th Annual A Toast to Clearing the Air – Sacramento, March 16 2016
- ★ California Air Quality Awards – Los Angeles, May 13, 2016

Take advantage of these opportunities to:

Reach decision-makers & environmental leaders

Each event provides your company an exclusive opportunity to network among prominent business, civic and environmental leaders. Notable past attendees include:

Cal/EPA Secretary Linda Adams, LA County Supervisor Michael Antonovich, Ed Begley Jr., Assemblymember Steven Bradford, Senator Gilbert Cedillo, Assemblymember Hector de la Torre, Jay Leno, Assemblymember Bonnie Lowenthal, Senator Alan Lowenthal, ARB Board Chair Mary Nichols, Assembly Speaker John Pérez, T. Boone Pickens, Senate President pro Tem Darrell Steinberg, LA Mayor Antonio Villaraigosa, CEC Chairman Robert Weisenmiller

Maximize brand exposure

- ★ **One in four Californians**—across all political parties, geographic regions and racial/ethnic groups—name air pollution as the state's most important environmental problem
- ★ Your brand will be seen by our **10,000 active supporters** and the community-at-large through:
 - Recognition in donor newsletters, supporter e-newsletters and annual report
 - Event invitations
 - CCA's website, which receives an average of 2,000 hits per month
 - Traditional and social media event coverage

Enjoy tax benefits

As a 501(c)(3) nonprofit organization, CCA offers sponsorships that are tax-deductible to the fullest extent of the law.



CCA is committed to working with you to provide additional or alternative benefits that suit your needs.
Please contact Brian Sheridan at (213) 223-6872 or brian@ccair.org.

Over 40 years of excellence

// CCA is one of the main reasons why California consistently leads the nation



in promoting innovative technologies to improve air quality. //

— Mary Nichols, California Air Resources Board (ARB) Chairman

The Coalition for Clean Air (CCA) is California's only statewide nonprofit dedicated exclusively to advocating for healthy air.

OUR MISSION

CCA is dedicated to restoring clean, healthy air to California by advocating for effective public policy and practical business solutions.

OUR APPROACH

Our unique collaborative model brings all interested parties together to find cooperative solutions to California's most pressing air quality issues.

For over 40 years, we have made significant improvements to California's air by:

- ★ advocating innovative policy solutions within state and federal legislative and regulatory avenues
- ★ encouraging the early adoption of new technologies
- ★ advising businesses on regulatory compliance and clean air practices
- ★ empowering our allies with technical and policy expertise
- ★ educating decision-makers and the public on air pollution solutions

BOARD OF DIRECTORS

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Areas of Work



California's Climate Crisis

Combating climate change and its effects on those who already suffer from air pollution



Ports & Freight Transport

Cleaning up the ships, trucks and trains that bring goods to California and the nation



Driving Clean Transportation

Advancing the cars, trucks, trains, planes and buses Californians use every day



General Air Advocacy

Regulating air toxics, energy, and other pollution sources at the local, state and federal levels

Victories



Won the nation's first ban on "perc," a toxic dry cleaning chemical containing VOCs, which create smog and threaten human health



Sponsored and helped pass the "Pavley" bill (AB 1493)—the first law in the nation to reduce the greenhouse gases emitted from cars



Spearheaded California's original Smog Check program, which reduces 100 tons of automobile pollution daily

California 2016 AIR QUALITY AWARDS

Honoring Clean Air Champions

Friday, May 13, 2016
Los Angeles



Join us as we present our most prestigious honors
at our signature California Air Quality Awards.

HONOREES

Previous Honorees have included:

2014

Franz von Holzhausen
Carla Peterman
Anne Shen Smith

2015

Senator Ricardo Lara
Andrew Littlefair
Anthony Otto

2016 HONOREES:

Dr. William Burke

South Coast Air Quality Management District

Christine Kehoe

California Plug-in Electric Vehicle Collaborative

Janea Scott

California Energy Commission

Eileen Wenger Tutt

California Electric Transportation Coalition

Cummins Westport, Inc.

May 13, 2016

11:30–12:30 pm

VIP reception

Sponsor invitation only

12:30–1:30 pm

Lunch and awards
ceremony

1:30–2:30 pm

Dessert bar

Location

The Center at
Cathedral Plaza
555 West Temple Street
Los Angeles, CA 90012



The Coalition for Clean Air is the only statewide organization advocating exclusively for clean air in California. Since 1971, we have worked to restore California's air quality through advocacy, outreach and education.

CCA is committed to working with you to provide additional or alternative benefits that suit your needs.
Please contact Brian Sheridan at (213) 223-6872 or brian@ccair.org.

Opportunities

LEVELS OF SUPPORT

SPONSOR BENEFITS		Platinum \$25,000	Gold \$15,000	Silver \$6,500	Bronze \$5,000
BRANDING	Sponsorship & speaking opportunity at VIP reception	x			
	Logo or name on all marketing materials	x			
	Eligible to purchase special opportunities	x			
	Company recognition from podium	x	x		
	Logo on event signage & video (tiered by level)	x	x	x	x
	Linked logo on event web page	x	x	x	x
PRINT ADS	Full-page, color prominent placement	x			
	Full-color, full-page		x		
	Full-page, black & white			x	
	Half-page, black & white				x
TICKETS	Tickets to VIP reception	20	10	4	
	Reserved event tickets, VIP seating	20			
	Reserved event tickets		10	10	4
OTHER	Recognition in CCA newsletter & annual report	x	x	x	x
	Tax deduction as allowed by law	x	x	x	x

* Special opportunities: additional cost and available to Platinum Level Sponsors only.

ADVERTISEMENTS & TICKETS

Submit your own advertisement or CCA will create one for you.

Full-page, black & white print advertisement	\$1,500
Half-page, black & white print advertisement	\$750
Quarter-page, black & white print advertisement	\$600
Reserved seating (per ticket)	\$200



A Toast to Clearing the Air

A lively evening of wine and
conversations on clean air
Sacramento, March 16, 2016

Join us to toast to another year of success with a of our
5th annual reception, featuring a sustainable wine tasting and
convivial conversation with California's leading decision-makers.
Guest of honor to be announced. 150 guests anticipated.

Past featured guests included:

- Speaker John A. Pérez of the California Assembly
- CalEPA Secretary Linda Adams
- Terry Tamminem, chief policy advisor to Governor Schwarzenegger



LEVELS & BENEFITS

PLATINUM MEDAL

\$10,000

Event Branding

- Company logo or name on invitation and all marketing materials
- Opportunity for a PG&E representative to make welcoming toast
- Prominent back cover full color program book advertisement
- Company logo prominently displayed on signage
- Logo featured on CCA's reception webpage with link to sponsor website
- Recognition as Presenting Sponsor from podium

Additional Benefits

- Input for featured guest of honor selection
- 20 tickets to the reception
- First right of refusal for 2015 event
- Recognition in CCA's spring newsletter and annual report

GOLD MEDAL

\$5,000

Event branding

- Recognition as Gold Medal sponsor prominently displayed on event signage
- Prominent, full-page program book advertisement
- Logo featured on CCA event web page with link to sponsor website
- Gold Medal Sponsor recognition from podium

Other benefits

- 15 tickets to the reception
- Recognition in CCA newsletter and annual report

SILVER MEDAL

\$2,500

Benefits

- Recognition as Silver Medal Sponsor on event signage
- Full-page program book advertisement
- Logo featured on CCA event web page with link to sponsor website

Other benefits

- 10 tickets to the reception
- Recognition in CCA newsletter and annual report

BRONZE MEDAL

\$1,500

Benefits

- Recognition as Bronze Medal Sponsor on event signage
- Half-page program advertisement
- Logo featured on CCA event web page with link to sponsor website

Other benefits

- 5 tickets to the reception
- Recognition in CCA newsletter and annual report

SPONSOR & ADVERTISER DEADLINE: March 5, 2016

CCA is committed to working with you to provide additional or alternative benefits that suit your needs.
Please contact Brian Sheridan at (213) 223-6872 or brian@ccair.org.



Sponsorship Commitment

YES! We will participate in CCA's 2016 events in the following ways:

CA AIR QUALITY AWARDS May 13, Los Angeles

Sponsorship	Champion	\$25,000	<input type="checkbox"/>
	Guardian	\$12,000	<input type="checkbox"/>
	Steward	\$8,000	<input type="checkbox"/>
	Advocate	\$5,000	<input type="checkbox"/>
Program ads	Full-page	\$1,000	<input type="checkbox"/>
	Half-page	\$500	<input type="checkbox"/>
	Quarter-page	\$300	
Tickets	\$150 each x ____ = \$ ____		

TOAST TO CLEARING THE AIR March 17, Sacramento

Sponsorship	Platinum	\$10,000	<input type="checkbox"/>
	Gold	\$5,000	<input type="checkbox"/>
	Silver	\$2,500	<input type="checkbox"/>
	Bronze	\$1,500	<input type="checkbox"/>
Program ads	Full-page	\$500	<input type="checkbox"/>
	Half-page	\$300	<input type="checkbox"/>
	\$35 each x ____ = \$ ____		

DONATION We cannot participate but want to contribute \$ ____

TOTAL \$

PAYMENT OPTIONS

- ☐ Check enclosed
Payable to Coalition
for Clean Air
- ☐ Credit card
MasterCard/Visa/AmEx
- Card number _____
- Expiration date _____
- ☐ Invoice (Payment due
at time of event)

Direct form, payment and/or questions to:

MAIL Brian Sheridan
Coalition for Clean Air
800 Wilshire Blvd
Suite 1010
Los Angeles, CA 90017

EMAIL brian@ccair.org

TEL (213) 223-6872

FAX (213) 223-6862

COMPANY CONTACT

Company (exactly as it should be listed in publicity)

Representative's full name

Representative's title

Address

City/state/zip

Telephone

Email

MARKETING CONTACT

We will contact your designer or marketing
coordinator with specs and deadlines for your
promotional materials.

Company (exactly as it should be listed in publicity)

Name of designer/marketing coordinator

Telephone

Email

☐ Please use company contact