



Clean air is on the horizon.



## 2017 Event Sponsorship Opportunities

*Celebrating the progress towards cleaner, healthier air.*

# Invest in the FUTURE

We invite you to sponsor our 2017 events. CCA events support our vital work in reducing air pollution across California.

**Toast to Clearing the Air** Sacramento  
**California Air Quality Awards** Los Angeles

## Take advantage of these opportunities to:

### 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 active supporters and the community-at-large through:

- Recognition in donor newsletters, supporter e-newsletters and annual report
- CCA's website
- Traditional and social media event coverage

### Reach decision-makers & environmental leaders

Each event provides your company an exclusive opportunity to network among prominent business, civic and environmental leaders. Gain access to important decision makers through our unique multi-layered approach. Join us to meet:

- California Assemblymembers
- California Senators
- Senior California Air Resources Board Staff
- Senior Air Quality Management District Staff



## Past Sponsors

Blue Shield of CA  
Boeing  
BYD  
Clean Energy Fuels  
Gladstein, Neandross & Associates  
Laborers' Int'l Union of North America - Local 1309  
Lyft  
NRG  
Pacific Gas & Electric

Port of Long Beach  
Southern California Association of Governments  
Southern California Edison  
Southern California Gas Co.  
The Nature Conservancy  
Toyota USA  
UPS  
Walt Disney

*\* For a complete list of past sponsors, please contact Brian Sheridan at (213) 223-6872 or [brian@ccair.org](mailto:brian@ccair.org).*







## Air Quality & Climate Change: What Now California?

A lively evening of conversations  
on strengthening California's  
climate protection policies.

### Speakers

#### **Mary Nichols**

Chair, California Air Resources Board

#### **Eduardo Garcia**

California Assembly, Chair of the Water,  
Parks & Wildlife Committee

### Past featured guests included:

- Senate President pro Tempore  
Kevin de León
- Senator Fran Pavley
- Speaker John A. Pérez of the  
California Assembly
- CalEPA Secretary Linda Adams
- Assemblywoman Holly Mitchell
- Assemblyman Das Williams
- Dozens more every year...



**March 8, 2017**

**5:00 pm – 6:00 pm**

Networking and hors d'oeuvres

**6:00 pm – 6:15 pm**

Toast to Clearing the Air

**6:15 pm – 7:00 pm**

Speakers and presentations

#### **Location**

The Sutter Club  
1220 9th Street  
Sacramento, CA 95814



# Opportunities

**Toast to Clearing the Air**  
**March 8, 2017**  
**Sacramento, California**

SPONSOR BENEFITS	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000
<b>BRANDING</b>				
Speaking opportunity	•			
Logo or name on all marketing materials	•			
Eligible to purchase special opportunities	•			
Company recognition from podium	•	•		
Logo on event signage & video (tiered by level)	•	•	•	•
Linked logo on event web page	•	•	•	•
<b>PRINT ADVERTISEMENT</b>				
Full-page, color, prominent placement	•			
Full-page, color		•		
Full-page, black & white			•	
Half-page, black & white				•
<b>TICKETS</b>				
Tickets to reception	20	15	10	5
Tickets to pre-event policy-maker briefing	2			
<b>OTHER</b>				
Recognition in CCA newsletter & annual report	•	•	•	•
Tax deduction as allowed by law	•	•	•	•

<b>ADVERTISEMENTS &amp; TICKETS</b> <i>Submit your own advertisement or CCA will create one for you.</i>	
Full-page, black & white print advertisement	\$1,500
Half-page, black & white print advertisement	\$1,000
Reserved seating (per ticket)	\$75

*SPONSOR & ADVERTISER DEADLINE: February 22, 2017.*  
*Submit the attached form to register for this event.*  
*For sponsorship information, please contact Brian Sheridan at (213) 223-6872 or [brian@ccair.org](mailto:brian@ccair.org).*  
**[www.ccair.org](http://www.ccair.org)**



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

### Honorees

**Antelope Valley Transit Authority & BYD**  
**CR & R Environmental Services**  
**William + Flora Hewlett Foundation**

### Previous Honorees have included:

#### 2016

Dr. William Burke  
Christine Kehoe  
Janea Scott  
Eileen Wenger Tutt  
Cummins Westport, Inc.

#### 2015

Senator Ricardo Lara  
Andrew Littlefair  
Anthony Otto

#### 2014

Franz von Holzhausen  
Carla Peterman  
Anne Shen Smith

#### 2013

Chris Paine  
Speaker of the Assembly John Pérez  
Riverside Mayor Ron Loveridge  
Tom Steyer  
Verizon



**June 9, 2017**

**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

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#### Location

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



# Opportunities

**California Air Quality Awards**  
June 9, 2017  
Los Angeles, California

SPONSOR BENEFITS	PLATINUM \$25,000	GOLD \$15,000	SILVER \$7,500	BRONZE \$5,000
<b>BRANDING</b>				
Sponsorship & speaking opportunity at VIP reception	•			
Logo or name on all marketing materials	•			
Eligible to purchase special opportunities	•			
Company recognition from podium	•	•		
Logo on event signage & video (tiered by level)	•	•	•	•
Linked logo on event web page	•	•	•	•
<b>PRINT ADVERTISEMENT</b>				
Full-page, color, prominent placement	•			
Full-page, color		•		
Full-page, black & white			•	
Half-page, black & white				•
<b>TICKETS</b>				
Tickets to VIP reception	20	10	4	
Reserved event tickets, VIP seating	20			
Reserved event tickets		10	10	4
<b>OTHER</b>				
Recognition in CCA newsletter & annual report	•	•	•	•
Tax deduction as allowed by law	•	•	•	•

Ask about special opportunities available to Platinum Level Sponsors	
<b>ADVERTISEMENTS &amp; TICKETS</b> <i>Submit your own advertisement*</i>	
Full-page, color print advertisement	\$5,000
Full-page, black & white print advertisement	\$3,000
Half-page, black & white print advertisement	\$2,000
Quarter-page, black & white print advertisement	\$1,000
Reserved seating (per ticket)	\$225

*SPONSOR & ADVERTISER DEADLINE: May 26, 2017.  
Please contact Brian Sheridan at (213) 223-6872 or [brian@ccair.org](mailto:brian@ccair.org).  
\*Ads submitted after the deadline may be modified by CCA staff*

# Sponsorship Commitment

YES! We will participate in CCA's 2017 events in the following ways:

## Toast to Clearing the Air

March 8, 2017 • Sacramento

<b>Sponsorship</b>	Platinum	\$10,000	<input type="checkbox"/>
	Gold	\$5,000	<input type="checkbox"/>
	Silver	\$3,000	<input type="checkbox"/>
	Bronze	\$2,000	<input type="checkbox"/>

<b>Program ads</b>	Full-page	\$1,500	<input type="checkbox"/>
	Half-page	\$1,000	<input type="checkbox"/>

**Tickets** \$75 each x \_\_\_\_ = \$ \_\_\_\_

## California Air Quality Awards

June 9, 2017 • Los Angeles

<b>Sponsorship</b>	Platinum	\$25,000	<input type="checkbox"/>
	Gold	\$15,000	<input type="checkbox"/>
	Silver	\$7,500	<input type="checkbox"/>
	Bronze	\$5,000	<input type="checkbox"/>

<b>Program ads</b>	Full-page, color	\$5,000	<input type="checkbox"/>
	Full-page, b/w	\$3,000	<input type="checkbox"/>
	Half-page, b/w	\$2,000	<input type="checkbox"/>
	Quarter-page, b/w	\$1,000	<input type="checkbox"/>

**Tickets** \$225 each x \_\_\_\_ = \$ \_\_\_\_

## Donation

We cannot participate but want to contribute \$ \_\_\_\_

**Total** \$ \_\_\_\_

## 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

☐ Check enclosed payable to *Coalition for Clean Air*

☐ Invoice (payment due at time of event)

☐ Credit Card : ☐ MasterCard ☐ Visa ☐ AmEx

Credit card number

Expiration date

CVV/CSC

Name on card

Billing address

City

State

Zip

## Direct form, payment and/or questions to:

Coalition for Clean Air, Attn: Brian Sheridan, 660 S. Figueroa Street, Suite 1140, Los Angeles, CA 90017

Email: [brian@ccair.org](mailto:brian@ccair.org) • Phone: (213) 223-6872





California's only statewide nonprofit dedicated exclusively to advocating for healthy air.

OVER **45** years of excellence

## Our Approach

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

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

## Recent Victories and Historic Wins



Led a campaign to pass legislation which invests cap and trade revenue in communities most impacted by pollution and poverty.



Co-sponsored legislation that established Charge Ahead California with a goal to put one million electric vehicles on California roads in the next decade.



Successfully secured the first Executive Order from the Governor aimed at providing a sustainable path forward for the freight sector.



Won the nation's first ban on "perc," a toxic dry cleaning chemical which creates smog and threatens our health.



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



Sponsored and helped pass the first law in the nation to reduce greenhouse gases emitted from cars.

### Board of Directors

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