

Clean Air Day 2018

Imagine if every breath you took was a breath of fresh air



2018 Clean Air Day Sponsorship Opportunities

Invest in the FUTURE

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

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. Led by a capable team of consultants, we activate 1 million Californians around clean air.

Your brand will be seen by our active supporters and the community-at large through:

- Media Coverage Including PSAs, Featured Articles, Op-Eds and Editorials.
- Dedicated Event Page
- Organization Website
- Traditional and social media event coverage

Sponsorship gives you a seat on the exclusive Clean Air Day Steering Committee. Your company will have an exclusive opportunity to network among prominent business, civic and environmental leaders and gain access to important decision makers through our unique multi-layered approach.

Clean Air Day Goal

Increase awareness and knowledge of air pollution while giving residents a fun, engaging, nonpartisan way to contribute to California's efforts to have better air quality. Activate participants through a unifying action.



Who supports us

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.*



Opportunities

Clean Air Day
October 2018
Los Angeles, California

SPONSOR BENEFITS	PLATINUM \$100,000	GOLD \$50,000	SILVER \$25,000	BRONZE \$10,000
BRANDING				
Speaking opportunity at VIP reception	•	•		
Logo on all marketing materials	•	•		
Logo on event signage & video (tiered by level)	•	•	•	
Linked logo on event web page	•	•	•	•
Company name listed on all marketing outreach	•	•	•	•
MEDIA				
Speaking opportunity at press conference	•			
Company quote in press release/media advisory	•	•		
TICKETS				
Tickets to VIP reception at City Hall	20	10	6	2
OTHER				
Participation in Clean Air Day Steering Committee	•	•	•	•
Recognition on CCA website & email marketing	•	•	•	•

"I have supported CCA for more than 20 years, simply because they achieve clean air for our state through fast and effective solutions."

- Ed Begley Jr., environmental activist, actor and CCA board member

SPONSOR DEADLINE:

Please contact Brian Sheridan at (213) 223-6872 or brian@ccair.org.
All contributions are tax-deductible to the full extent allowed by law.

Sponsorship Commitment



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

Clean Air Day October 2018 • Los Angeles

Sponsorship	Platinum	\$100,000	<input type="checkbox"/>
	Gold	\$50,000	<input type="checkbox"/>
	Silver	\$25,000	<input type="checkbox"/>
	Bronze	\$10,000	<input type="checkbox"/>

Donation

We cannot participate but want to contribute \$ _____

Total \$ _____

The Coalition for Clean Air protects public health, improves air quality, and prevents climate change.

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 • 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.

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