



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



**CALIFORNIA
CLEAN AIR DAY**

October 2, 2019

**COALITION FOR
CLEAN AIR**

**2019 Clean Air Day
Sponsorship Opportunities**



CALIFORNIA CLEAN AIR DAY

California Clean Air Day is a multifaceted program that unites people to action. Individuals, companies, government entities and communities all pledge to do at least one thing to clean the air. Clean Air Day is all about engaging in fun, positive activities to make a big impact.

Over 100,000 Californians across the state formally participated in Clean Air Day in 2018 and millions were educated. As we build momentum, we expect to reach even more Californians in 2019.

Sponsorship gives your company unique insight into the activated Californian. It allows you to connect organically with both individuals and other companies at a time when they are highly motivated to take action to do good in their community. Join us in 2019 and help us improve the environment, while strengthening your brand.

Invest in the
FUTURE

We invite you to sponsor California Clean Air Day.

Together we can bring air pollution back into the conversation in California.

Clean Air Day 2018 By The Numbers

OVER 100,000
participants in 2018

76%
of people who took the pledge encouraged their friends to participate

52 MILLION
vehicles passed by Clean Air Day freeway signs

800,000
social media impressions

91% followed through on their pledge

39 mayors
signed on for the 2018 Mayor's Council



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1. Caltrans displayed freeway signs encouraging people to take action on Clean Air Day.
2. At the City of Inglewood's Clean Air celebration, local students' showed off their clean air-inspired art and Mayor James Butts (*pictured*) formally recognized the day.
3. The familiar LAX pylons turned blue in celebration.
4. Former Governor Arnold Schwarzenegger encouraged Californians to ride bikes instead of driving.
5. Ed Begley Jr. worked on a crossword puzzle as he rode transit and encouraged others to join him.
6. Assemblymember Sabrina Cervantes joined forces with Tesla, GRID Alternatives and the Association of Women in Water, Energy & Environment joined forces to install no-cost solar panels for low-income Californians.



2



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Opportunities

California Clean Air Day
October 2, 2019

SPONSOR BENEFITS	PLATINUM \$200,000	GOLD \$100,000	SILVER \$50,000	BRONZE \$25,000
BRANDING				
Company name included in “countdown to Clean Air Day” display	•			
Company name included on digital billboards announcing Clean Air Day	•			
Company name included in all outdoor advertising	•			
Recognition as platinum sponsor on website	•			
Company name included in post-event email to legislators	•	•		
Company name included on print decals in business windows	•	•	•	
Brand a product in pledge area	•	•	•	
Logo linked on website	•	•	•	•
Recognition on event website & email marketing	•	•	•	•
MEDIA				
Company Quote in press release/media advisory	•			
Represent Clean Air Day at city council or county supervisors’ presentations	•	•		
OTHER				
Participation in steering committee	•			
Sponsor of regional event	•			
Opportunity to serve on a regional working group	•	•	•	•

SPECIAL OPPORTUNITY FOR GOLD, SILVER AND BRONZE SPONSORS

Opportunity to sponsor regional event

\$25,000

Special opportunities available for transit agencies and air pollution districts.

Submit the attached form to register for this event.
For sponsorship information, please contact Brian Sheridan at (213) 223-6872 or brian@ccair.org.
www.ccair.org

Sponsorship Commitment

California Clean Air Day
October 2, 2019

YES! We will support California Clean Air Day 2019 in the following ways:

Sponsorship	Platinum	\$200,000	<input type="checkbox"/>
	Gold	\$100,000	<input type="checkbox"/>
	Silver	\$50,000	<input type="checkbox"/>
	Bronze	\$25,000	<input type="checkbox"/>

Special Opportunity	Regional Event Sponsorship	\$25,000	<input type="checkbox"/>
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Donation

We cannot participate but want to contribute \$_____

Special opportunities are available for transit agencies and air quality districts. Contact Brian Sheridan at (213) 223-6872 or brian@ccair.org.



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

Company (exactly as it should be listed in publicity)

Name of marketing coordinator

Telephone

Email

Please use company contact

- Check enclosed payable to *Coalition for Clean Air* Invoice (payment due at time of event)
 Contact us below to pay by credit card. An additional 3% processing fee will be added to your total.

Direct form, payment and/or questions to:

Coalition for Clean Air, Attn: Development Director Brian Sheridan, 660 S. Figueroa Street, Suite 1140, Los Angeles, CA 90017
brian@ccair.org • (213) 223-6872

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



Implemented a statewide CLEAR air quality monitoring

network to help Californians understand their health risks from pollution exposure.



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.



Pioneered legislation that allocates state dollars to fight

pollution and provide jobs in disadvantaged communities.



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.

Leadership

Staff

Dr. Joseph K. Lyou,
President/CEO

Brian Sheridan,
Development Director

Bill Magavern,
Policy Director

Board of Directors

Ed Begley Jr.
Todd Campbell
Betty Chim-Lieu
Nicole Cleary
Tom Epstein
Sherry Jackman
Josh LaFarga
Ron Loveridge
Bruce MacRae

Bruce Melgar
George Minter
Erik Neandross
Macy Neshati
Beth Reid
Alex Spataru
Tom Swenson
Chris Thompson

2018 Steering Committee

Glen Becerra, **LA Metro**
Robert Bienenfeld, **American Honda Motor Company**
Gary Cohen, **Blue Shield of CA**
Tom Epstein,
Coalition for Clean Air
Felicia Friesema
Foothill Transit
Holly Hill,
Southern California Edison
Josh LaFarga,
LiUNA! Local 1309

Tamara McCrossen-Orr,
LA World Airports
Trisha Muse, **Southern California Gas Company**
Allen Narcisse, **Lyft**
Nancy Sutley, **Los Angeles Department of Water and Power**
Debbie Raphael,
City of San Francisco
Rachelle Wenger,
Dignity Health
Sarah Zahedi, **Bay Area AQMD**