



CALIFORNIA CLEAN AIR DAY

A PROJECT OF THE COALITION FOR CLEAN AIR

OCTOBER 7, 2020

COALITION FOR
CLEAN AIR

2020 California Clean Air Day
SPONSORSHIP OPPORTUNITIES



A PROJECT OF THE COALITION FOR CLEAN AIR

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 650,000 Californians across the state formally participated in Clean Air Day in 2019, building off 100,000 participants in 2018, and millions were educated. As we build momentum, we expect to reach even more Californians in 2020.

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 2020 and help us improve the environment, while strengthening your brand.

IN THE NEWS



124 outlets and publications
covering California Clean Air Day in 2019

Each year, the coalition pushes politicians, celebrities and corporations to spread the word that each small act from individuals — when done in unison — can add up to a big difference.

- Los Angeles Daily News



San Diego County Supervisor Nathan Fletcher, along with Councilmember Chris Ward and community leaders, holds a press conference on the region's California Clean Air Day efforts

OUR REACH



650,000 participants
up 650% from 100,000 in 2018



950,000 social media impressions
up 19% from 800,000 in 2018



51 mayors representing **8.2 million** people
signed on to the Mayors Council



8.74 million drivers
saw California Clean Air Day freeway signs statewide

OUR **IMPACT**



1.25 million actions to clear the air
up 25% from 1 million actions in 2018



100,000+ additional transit riders
compared to an average Wednesday



90 California Clean Air Day events
engaging tens of thousands of Californians in person



316 pledged companies and organizations
engaged their employees and communities for clean air

CASE STUDY: Lime

Lime created a customer engagement campaign in Los Angeles for California Clean Air Day 2019. The campaign incentivized trying out their clean air transportation - electric scooters - by rewarding free ride unlocks to Angelenos who pledged to clear the air on California Clean Air Day.

The result? Not only did Lime riders choose scooters over driving, each rider pledged, on average, to **take 4 separate actions to clear the air**, resulting in thousands of actions to improve air quality

Lime is proud to see our employees and riders take part in California Clean Air Day. Our participation report confirmed just how motivated our people are to take multiple actions to clear the air.

Lime envisions a world where cities are less polluted and less congested by building around people. Simple actions like taking a scooter rather than a personal car or taxi can have a huge collective impact on the air we breathe.

- Karla Owunwanne, Community Relations Manager

OUR STORIES



Climate Resolve and MoveLA joined together with LA City Councilmember Mike Bonin and Senator Ben Allen to thank transit riders during their morning commute



Sacramento Vice Mayor Eric Guerra and Breathe California mascot Scooter teamed up with clean air mascot Scooter to teach kids at a local elementary school about clean air



Oakland Mayor Libby Schaaf led a community bike ride around the city on California Clean Air Day



Mayor Eric Garcetti, Rep. Nanette Barragán and L.A. County Supervisor Janice Hahn announced the world's first all-electric top-handling container stacking equipment at the Port of LA



The LA Kings and Fox Sports West came together to plant trees at Gilliam Park in Los Angeles



The Port of Hueneme made California Clean Air Day a central part of their annual Banana Festival, educating hundreds on how they can work for clean California air

SPONSOR BENEFITS

BENEFIT	PRESENTING \$200,000	PLATINUM \$100,000	GOLD \$50,000	SILVER \$25,000	BRONZE \$10,000	AIR & TRANSIT DISTRICTS TIERED
BRANDING						
Company name include under “Countdown to Clean Air Day” display	•					
Company name included on digital billboards	•					
Company name include in all outdoor advertising	•					
Opportunity to brand a product in pledge area	•	•	•			
Thanked in post event email to legislators	•	•	•			
Company logo included in marketing materials (posters, brochures) for placement at events and in business windows	•	•	•			
Front Page Scrolling Section of Website Write Up	•	•	•	•		
Logo on website listed by level (i.e. Presenting, Platinum, Gold, Silver, Bronze)	•	•	•	•	•	•
Thanked in post event email blast	•	•	•	•	•	•
Recognition on website, email marketing and social media	•	•	•	•	•	•
MEDIA						
Company Quote in Press Release / Media Advisory	•	•				
Opportunity to speak at regional media event	•	•	•			
Invitation to attend regional media event and kick-off party	•	•	•	•	•	•
GOVERNMENT						
Opportunity to accept City / County / State resolutions on behalf of Clean Air Day	•	•	•	•	•	•
EMPLOYEE ENGAGEMENT						
Opportunity to serve on regional working group	•	•	•	•	•	•
EVENTS						
Recognized at micro-grant recipient events	•	•	•	•		
Employee activation at regional California Clean Air Dayevents	•	•	•	•	•	•

*To sponsor, please fill out the form on the following page.
Contact Brian Sheridan at (213) 223-6872 or brian@ccair.org for more information.
www.ccair.org*

SPONSOR FORM

YES! We will support California Clean Air Day 2020 in the following ways:

SPONSOR	Presenting	\$200,000	<input type="checkbox"/>
	Platinum	\$100,000	<input type="checkbox"/>
	Gold	\$50,000	<input type="checkbox"/>
	Silver	\$25,000	<input type="checkbox"/>
	Bronze	\$10,000	<input type="checkbox"/>
	Transit District	Call for Details	
	Air District	Call for Details	

DONATION

We cannot participate but want to contribute \$_____



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

☐ Check enclosed payable to *Coalition for Clean Air*

☐ Contact us below to pay by credit card.

MARKETING CONTACT

Company (exactly as it should be listed in publicity)

Name of marketing coordinator

Telephone

Email

☐ Please use company contact

☐ Invoice (payment due at time of event)

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

Coalition for Clean Air is a 501(c)3 nonprofit organization, tax ID# 23-7120567. Donations are tax-deductible to the fullest extent of the law.

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

Dr. Joseph K. Lyou,
President/CEO

Brian Sheridan,
Development Director

Bill Magavern,
Policy Director

2019 REGIONAL COMMITTEE CHAIRS

BAY AREA

Julie Johnson, Ryder Systems, Inc.
Beth Reid, Olivine

CENTRAL VALLEY

Yanni Gonzalez, Central California Asthma Collaborative
Courtney Velasco, Project Clean Air

INLAND EMPIRE

Casey Daley, Western Riverside Council of
Governments
Deepika Srivastava, RUSD STEM Coordinator

VENTURA & SANTA BARBARA COUNTIES

Dona Lacayo, Port of Hueneme

LOS ANGELES

Irene Burga, Office of Mayor Eric Garcetti
Mario Archaga, UPS

SACRAMENTO

Eric Guerra, Vice Mayor of Sacramento
Alberto Ayala, Sacramento Metropolitan Air Quality
Management District

SAN DIEGO

Fabiola Lao, Center for Sustainable Energy