



CALIFORNIA CLEAN AIR DAY

A PROJECT OF THE COALITION FOR CLEAN AIR

OCTOBER 5, 2022



COALITION FOR
CLEAN AIR

2022 California Clean Air Day
SPONSORSHIP OPPORTUNITIES



A multifaceted program that unites people to action

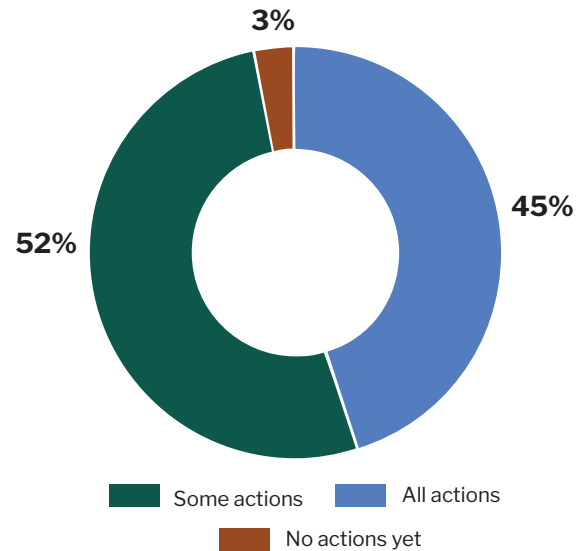
Individuals, companies, government entities and communities all pledge to do at least one thing to clean the air. Clean Air Day is all about engaging in fun, positive activities to make a big impact.

Over 1.8 million Californians across the state formally participated in Clean Air Day in 2021, building off 1.6 million participants in 2021, and millions were educated. Our goal for 2022 is to reach 2 million Californians.

Gain insight by connecting with employees and customers

Participation is a great way to connect organically with employees and customers in a fun, engaging way. It's a chance to reinforce your own efforts in a way that goes beyond the press release and gain significant insight into activities that your stakeholders are most interested in.

% of Pledgers Who Completed



72% of Californians said air pollution in California was a problem

Join us in 2022 and help us improve the environment while strengthening your brand

OUR REACH



1.8 million
participants



9 million
social media impressions



50 counties
Participants in 50 California counties

OUR IMPACT



3.4 million
actions to clear the air



84 California Clean Air Day
events held both virtually and
physically distanced



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

our IMPACT & REACH

	2018	2019	2020	2021
participants	100,000	650,000	1.6 million	1.8 million
social media impressions	800,00	950,00	6 million	9 million
actions	1 million	1.25 million	3.1 million	3.4 million
companies & organizations	160+	316	530	651
events	0	90	82 (mostly virtual)	84 (mix of in-person and virtual)

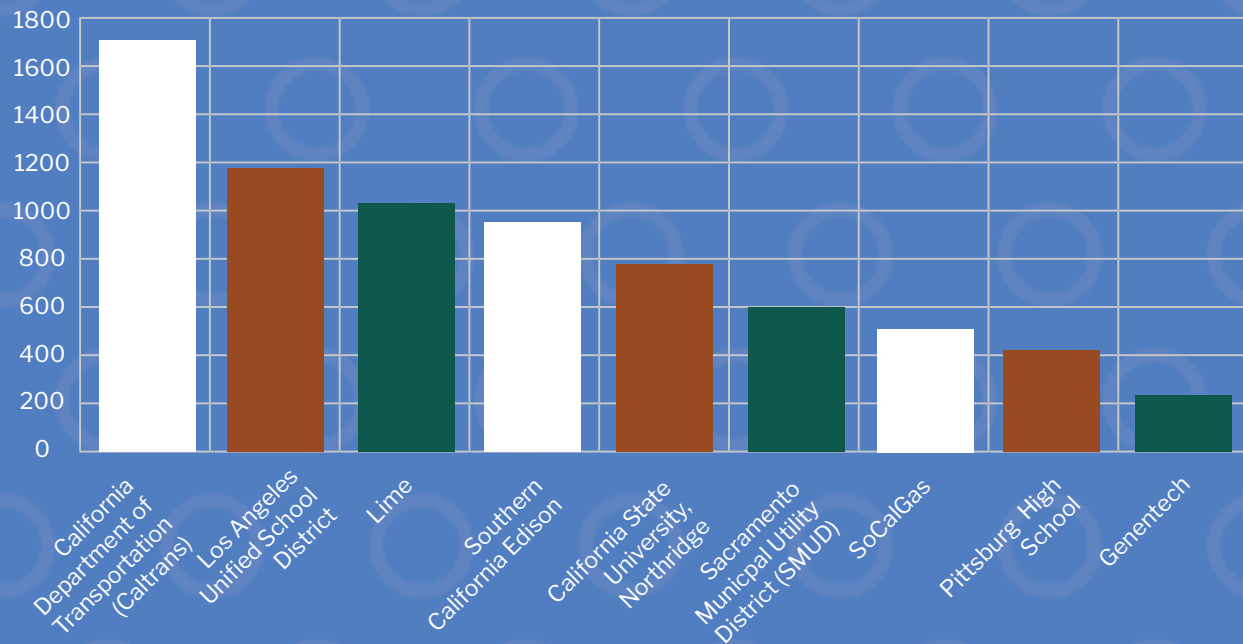
59% of Californians
said air pollution in their
region posed a serious
health risk to their
immediate family

CASE STUDY: Lime

Lime created a customer engagement campaign in Los Angeles for California Clean Air Day 2021. 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

Top Organizations Employee Participation



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



Men and Women of Valor celebrated with "Whew, I can breathe now!". The event included a tree planting, resource distribution, and gave away plants, seed and fresh produce



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

81% said it was necessary to take steps to counter the effects of global warming right away



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



Florence Fang Community Farm and Brightline Defense held a community day and shared how planting your own garden can reduce air pollution

HOW WILL YOU PARTICIPATE?

Be a part of California's largest air quality campaign

"I pledge to take action for clean air" has been a powerful rallying cry for millions of Californians over the past five years. The first Wednesday of every October, clean air pledgers come together to take action, creating a community of individuals, businesses, government agencies and nonprofits committed to clean air.

Our sponsors are at the center of this clean air community. Unlike traditional "event" sponsorship, affiliation with California Clean Air Day is more than a one-off, but part of a half-year campaign designed to get people to take action. Sponsors help shape, engage and drive action toward a greater goal. Clean Air Day sponsors form deep relationships with policymakers, business leaders and advocates.

We put your sponsor dollars to good use. Your support helps fund regional working group facilitation, microgrants to community-based organizations, program management, website updates and improvements, public relations / media activities, graphics development, translation and more. At 38 million media impressions, signage on freeways and more than 600 organizational partners pushing their employees and customers to participate, we leverage your investment innumerable times over. We do all of this with an eye toward equity, as we know that low-income communities of color bear the brunt of year-round poor air quality.

"SMUD is proud to sponsor California Clean Air Day and stands behind the Coalition for Clean Air and its efforts to create a healthier region for all Sacramento residents."

- Gamaliel Ortiz, SMUD

Join us in 2022 and help us improve the environment while strengthening your brand

cleanairday.org

SPONSOR BENEFITS

BENEFIT	PLATINUM \$100,000	GOLD \$50,000	SILVER \$25,000	BRONZE \$15,000	AIR & TRANSIT DISTRICTS* TIERED \$10,000
BRANDING					
Company name include in all outdoor advertising	●	●			
Opportunity to offer a product to participants	●	●			
Company logo included in marketing materials for placement at events and in businesses	●	●			
Front Page Scrolling Section of Website Write Up	●	●	●		
Logo on website listed by level (i.e. 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 (COVID - permitting)	●	●	●	●	●
GOVERNMENT					
Opportunity to accept City / County / State resolutions on behalf of Clean Air Day	●	●	●	●	●
NETWORKING & ENGAGEMENT					
Opportunity to serve on regional committee	●	●	●	●	●
Recognized for providing support to micro-grant recipients	●	●	●	●	●
Employee activation at regional California Clean Air Day events	●	●	●	●	●
Tax deduction as allowed by law	●	●	●	●	●

For all sponsorship related questions, please contact Brian Sheridan at (213) 223-6872 or brian@ccair.org for more information.

** If you are a smaller district with limited budget, but want to support CA Clean Air Day, please get in touch.*

SPONSOR FORM

YES! We will support California Clean Air Day 2022 in the following ways:

SPONSOR	Platinum	\$100,000	<input type="checkbox"/>
	Gold	\$50,000	<input type="checkbox"/>
	Silver	\$25,000	<input type="checkbox"/>
	Bronze	\$15,000	<input type="checkbox"/>
	Air & Transit District	\$10,000	<input type="checkbox"/>



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

DONATION

We cannot participate but want to contribute \$_____

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 & Engagement 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 &
Engagement Director

Bill Magavern
Policy Director

2021 REGIONAL WORKING GROUP CHAIRS

BAY AREA

John Gioia
Contra Costa County Supervisor

Jim Wunderman
Bay Area Council

SAN DIEGO

Nathan Fletcher
San Diego County Supervisor

LOS ANGELES

Holly Mitchell
Los Angeles County Supervisor

SACRAMENTO

Phil Serna
Sacramento County Supervisor