



# CALIFORNIA CLEAN AIR DAY

A PROJECT OF THE COALITION FOR CLEAN AIR

**OCTOBER 4, 2023**

COALITION FOR  
**CLEAN AIR**

2023 California Clean Air Day  
**SPONSORSHIP OPPORTUNITIES**



## Join the largest air quality awareness and action campaign in the country!

### 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.

### Gain insight by connecting with employees and customers

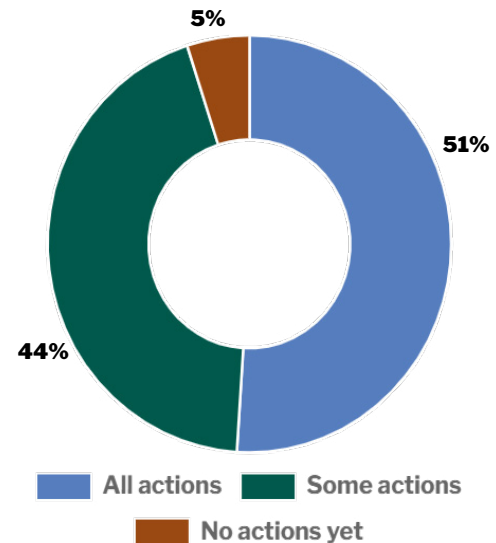
Participation is a great way to connect organically with employees and customers in a fun, engaging way. It's a chance to reinforce your own efforts in a way that goes beyond the press release and gain significant insight into activities that your stakeholders are most interested in.

### Boost your ESG Ratings

California Clean Air Day is an excellent opportunity to leverage your workforce to come together reduce emissions and have a positive impact on Scope 1 emissions, reduce your organization's Corporate Carbon

Footprint (CCF) with clear data, provided by us.

% of Pledgers Who Completed



**72%** of Californians agree that air pollution in California is a problem

**Join us in 2023! Improve the environment while strengthening your brand.**

# OUR REACH



**2 million**  
participants



**173 million**  
media impressions



**56** counties with  
participants across  
California

# OUR IMPACT



**7.1 million**  
actions to clear the air



**114** events across the state



**565** pledged companies  
and organizations engaged



**14** transit agencies  
providing free rides

## our IMPACT & REACH

	2018	2019	2020	2021	2022
participants	100,000	650,000	1.6 million	1.8 million	2 million
social media impressions	800,00	950,00	6 million	9 million	10 million
actions	1 million	1.25 million	3.1 million	3.4 million	7.1 million
companies & organizations	160+	316	530	651	565
events	0	90	82	84	114

(mostly virtual)

(mix of in-person and virtual)

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



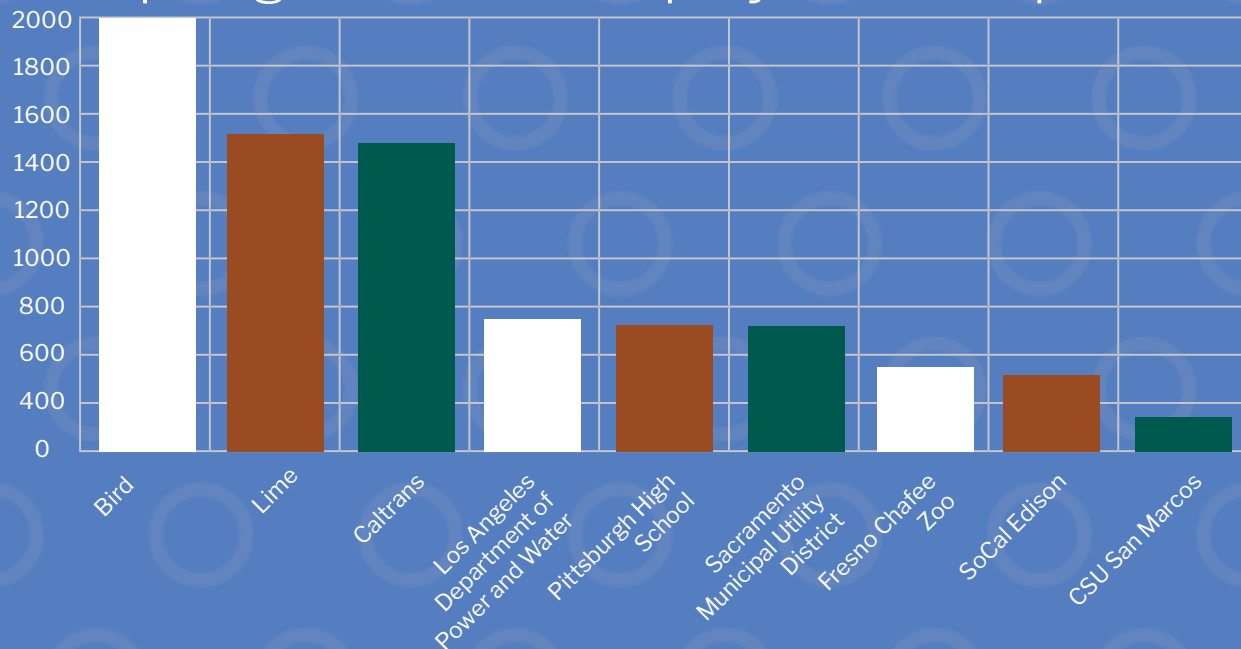
# CASE STUDY:



Bird Scooters created a customer engagement campaign in Los Angeles for California Clean Air Day 2022. 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 Bird 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



Adams Elementary hosted a “Walk or Bike to School Day” encouraging all their students to eliminate their transportation emissions for Clean Air Day!



WOCAN hosted a Black Liberation Walking tour of Oakland to raise awareness about clean air and how that affects the community there.



Oxnard Performing Arts Center encouraged attendees to their Sight and Sound Film Festival to take transit, bike or walk.

**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



S.C.R.A.P. Gallery educated their community on how to use what some might consider “trash” as tools to create art!

# 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.

Join us in 2023 and help us improve the environment while strengthening your brand

**[cleanairday.org](https://cleanairday.org)**

"LADWP is a proud sponsor of California Clean Air Day. Air pollution presents both environmental and health concerns for all Californians, but there are things we can do to reduce the amount of air pollution we produce in our daily lives."

- Sheila Washington, LADWP

# 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	•	•			
E-blast to CCA email list, to be coordinated and distributed by CCA	•	•			
Premier logo placement on website during event	•	•	•		
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 participate at regional media events	•	•			
GOVERNMENT					
Connections wth local policy makers	•	•	•	•	•
NETWORKING & ENGAGEMENT					
Invitation to serve on state-wide corporate leadership council	•	•	•		
Option for a voting position on regional micro-grant committee	•	•	•	•	•
Recognized for providing support to micro-grant recipients	•	•	•	•	•
Direct partnership with micro-grant recipient organization	•	•	•	•	•
Tax deduction as allowed by law	•	•	•	•	•
ESG Reporting documentation	•	•	•	•	•

For all sponsorship related questions, please contact  
Brian Sheridan at (213) 223-6872 or [brian@ccair.org](mailto: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 2023 in the following ways:

<b>SPONSOR</b>	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 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

## 2022 WORKING GROUPS

### EAST BAY

**SAN FRANCISCO**

**SILICON VALLEY**

**SACRAMENTO**

**SAN JOAQUIN VALLEY**

### NORTH CENTRAL COAST

**SOUTH CENTRAL COAST**

**LOS ANGELES**

**INLAND EMPIRE**

**SAN DIEGO**