

Community  
Environmental  
Council



**BOLD CLIMATE ACTION**



Community Environmental Council

# 2021 Cash Sponsorship Opportunities





The **Community Environmental Council** (CEC) builds on-the-ground momentum to reverse the threat of the climate crisis. We transform the systems that fuel it. We safeguard the community from its impacts. We lead, we partner, we act.

And — as we have been doing every day since 1970 — we move people to create a more resilient Central Coast.

**Santa Barbara Earth Day** is our largest annual event, activating and educating 30,000 – 40,000 people each year.



As the climate emergency escalates, there has never been a more urgent time to work together toward rapid and equitable solutions.

CEC is leaning in with an ambitious plan for how our community can go all in together on halting the climate crisis. This centers on three major efforts:

- **Carbon Zero:** Pushing for no new emissions
- **Carbon Negative:** Tapping the power of nature to remove excess carbon from the atmosphere
- **Climate Protection:** Addressing the impacts of climate change that are already underway

# Our 2020 Reach

As our community responded to the 2020 COVID-19 pandemic, CEC remained committed to providing educational events that moved the needle on equitable climate solutions and local resilience. We pivoted to webinars and other virtual gatherings that attracted large audiences.

## 2020 Virtual Earth Day Festival

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OVER **41,000**  
 **views**

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This event featured performances from Kenny Loggins, Glen Phillips and Zach Gill as well as inspirational messages from Former Vice President Al Gore, Jeff Bridges and Congressman Salud Carbajal.

## 12 Webinars

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averaging over  
**250** registrations  
& **150** live attendees  


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We delved deep into resilience with bilingual roundtables centered on frontline communities, and kept the Central Coast moving toward solutions for everything from electric vehicles and solar energy to single use plastic reduction and rescued food.

## 96 eblasts

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to our **9,000+**  
**subscribers**  


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Each was filled with insights, education, and practical ways for the public to engage in meaningful climate solutions.

## Press Releases

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**19** ISSUED

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We kept the media informed of our impactful work and shared our successes, including two major awards:

**2020 California Nonprofit of the Year**

and

**City of Santa Barbara's first Climate Hero Spirit of Service Award**

## Social Media

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**810**    
 **posts**

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Our followers were called to action, informed about critical local and worldwide issues, and given practical advice for every day environmentalism.

## Why Sponsor?

The climate crisis is too complex for a single organization to solve. Partnerships foster the diverse perspectives and strong networks we must have to build community solutions.

We help amplify your good work in return.

- **Increase your company's visibility with relevant consumers**—tens of thousands of people who care about their impact on the planet showed up for CEC events in 2020.
- **Be recognized as part of the ecosystem fueling climate emergency solutions**—in 2020, CEC amplified the work of 160 business, nonprofit, and government partners.
- **Align your organization with a top-ranked, highly effective nonprofit**—CEC was recognized as a 2020 California Nonprofit of the Year and a 2020 City of Santa Barbara Climate Hero, and is one of only five nonprofits in Santa Barbara County to have the highest possible ratings on Guidestar and Charity Navigator.

The following pages outline the many ways we can promote your business and share your story. **We are also happy to customize a package to create a perfect fit.**

We are seeking commitments by **March 5, 2021** in order to provide maximum benefits.

For more information or to discuss customizing a package, please contact

**Kathi King, [kking@cecmail.org](mailto:kking@cecmail.org)**



# Presenting Sponsor | \$25,000

## Top line sponsorship of 5 CEC hosted webinars

- Hyperlinked logo on invitation emails to 9000+ subscribers
- An ad that includes hyperlinked logo and 250 words in follow-up emails to 9000+ subscribers
- Hyperlinked logo in invitation/follow-up emails to webinar partners subscriber list
- Logo inclusion on webinar materials, including:
  - Event registration page
  - Webinar landing slides
  - Promotional graphic
- Opportunity to share your story during event (3 minutes 'podium' time)
- Verbal recognition during event at open and close

## 2021 Virtual Santa Barbara Earth Day Festival Presenting sponsor placement

- Recognition on all general promotional materials including:
  - press releases
  - event eblasts
- Banner ads on Santa Barbara Earth Day website
- Logo on six select events
  - Includes recognition on all event promotion, production and follow-up
  - Verbal recognition during events

## Social media

- Recognition on CEC's Facebook, Instagram, LinkedIn and Twitter
  - One post per month on each platform (until end of 2021)
- Posts customized to your brand and aligned with your event participation
- Four paid social media ads with analytics provided

## Regional media advertising

- Prominent listing in annual thank-you ad in Santa Barbara Independent
- Prominent listing in annual thank-you ad in Montecito Journal

## Exclusive CEC 50th anniversary stemless wine glasses —set of 12

## Sponsorship recognition badge for your website, emails and social media

## Presenting sponsor recognition at select in- person events

- To be determined when (and if) these resume in 2021



# **Benefactor** | \$15,000

## **Sponsorship of 4 CEC hosted webinars**

- Hyperlinked logo on invitation emails to 9000+ subscribers
- An ad that includes hyperlinked logo and 250 words in follow-up emails to 9000+ subscribers
- Hyperlinked logo in invitation/follow-up emails to webinar partners subscriber list
- Logo inclusion on webinar materials, including:
  - Event registration page
  - Webinar landing slides
  - Promotional graphic
- Opportunity to share your story during event (3 minutes 'podium' time)
- Verbal recognition during event at open and close

## **2021 Virtual Santa Barbara Earth Day Festival**

- Recognition on all general promotional materials including:
  - press releases
  - event eblasts
- Banner ads on Santa Barbara Earth Day website
- Logo on four select events
  - Includes recognition on all event promotion, production and follow-up
  - Verbal recognition during events

## **Social media**

- Recognition on CEC's Facebook, Instagram, LinkedIn and Twitter
  - Ten posts on each platform throughout the year
- Posts customized to your brand and aligned with your event participation

## **Regional media advertising**

- Prominent listing in annual thank-you ad in Santa Barbara Independent
- Prominent listing in annual thank-you ad in Montecito Journal

## **Exclusive CEC 50th anniversary stemless wine glasses —set of 6**

## **Sponsorship recognition badge for your website, emails and social media**

## **Recognition at select in-person events**

- To be determined when (and if) these resume in 2021



# Pillar | \$10,000

## Sponsorship of 3 CEC hosted webinars

- Hyperlinked logo on invitation emails to 9000+ subscribers
- An ad that includes hyperlinked logo and 250 words in follow-up emails to 9000+ subscribers
- Hyperlinked logo in invitation/follow-up emails to webinar partners subscriber list
- Logo inclusion on webinar materials, including:
  - Event registration page
  - Webinar landing slides
  - Promotional graphic
- Opportunity to share your story during event (3 minutes 'podium' time)
- Verbal recognition during event at open and close

## 2021 Virtual Santa Barbara Earth Day Festival

- Recognition on all general promotional materials including press releases
- Logo on Santa Barbara Earth Day website
- Logo on three select events
  - Includes recognition on all event promotion, production and follow-up
  - Verbal recognition during events

## Social media

- Recognition on CEC's Facebook, Instagram, LinkedIn and Twitter
  - Eight posts on each platform throughout the year
- Posts customized to your brand and aligned with your event participation

## Advertising

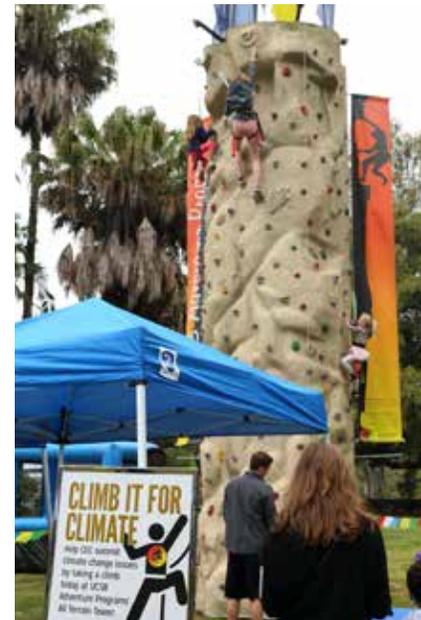
- Prominent listing in annual thank-you ad in Santa Barbara Independent
- Prominent listing in annual thank-you ad in Montecito Journal

## Exclusive CEC 50th anniversary stemless wine glasses —set of 6

## Sponsorship recognition badge for your website, emails and social media

## Recognition at select in-person events

- To be determined when (and if) these resume in 2021



## Patron | \$5,000

### Sponsorship of 2 CEC hosted webinars

- Hyperlinked logo on invitation emails to 9000+ subscribers
- An ad that includes hyperlinked logo and 250 words in follow-up emails to 9000+ subscribers
- Logo inclusion on webinar materials, including:
  - Event registration page
  - Webinar landing slides
  - Promotional graphic
- Verbal recognition during event at open and close



### 2021 Virtual Santa Barbara Earth Day Festival

- Recognition on all general promotional materials
- Logo on Santa Barbara Earth Day website
- Logo on two select events
  - Includes recognition on all event promotion, production and follow-up
  - Verbal recognition during events

### Social media

- Recognition on CEC's Facebook, Instagram, LinkedIn and Twitter
  - Six posts on each platform throughout the year
- Posts customized to your brand and aligned with your event participation

### Advertising

- Prominent listing in annual thank-you ad in Santa Barbara Independent
- Prominent listing in annual thank-you ad in Montecito Journal

### Sponsorship recognition badge for your website, emails and social media

### Recognition at select in-person events

- To be determined when (and if) these resume in 2021

## Sustainer | \$2,500

### Sponsorship of 1 CEC hosted webinar

- Hyperlinked logo on invitation emails to 9000+ subscribers
- An ad that includes hyperlinked logo and 250 words in follow-up emails to 9000+ subscribers
- Logo inclusion on webinar materials, including:
  - Event registration page
  - Webinar landing slides
  - Promotional graphic

### 2021 Virtual Santa Barbara Earth Day Festival

- Recognition on select promotional materials
- Logo on Santa Barbara Earth Day website
- Logo on two select events
  - Includes recognition on all event promotion, production and follow-up
  - Verbal recognition during events

### Social media

- Recognition on CEC's Facebook, Instagram, LinkedIn and Twitter
  - Four posts on each platform throughout the year
- Posts customized to your brand and aligned with your event participation



### Advertising

- Listing in annual thank-you ad in Santa Barbara Independent
- Listing in annual thank-you ad in Montecito Journal

### Sponsorship recognition badge for your website, emails and social media

### Recognition at select in-person events

- To be determined when (and if) these resume in 2021

## \$1,500 Level

Choose one item from choices 1–3 below

### 1. Sponsorship of 1 CEC hosted webinar

- Hyperlinked logo on invitation emails to 9000+ subscribers
- An ad that includes hyperlinked logo and 250 words in follow-up emails to 9000+ subscribers
- Logo inclusion on webinar materials, including:
  - Event registration page
  - Webinar landing slides
  - Promotional graphic



### 2. 2021 Virtual Santa Barbara Earth Day Festival

- Recognition on select promotional materials
- Logo on Santa Barbara Earth Day website
- Logo on one select event
- Includes recognition on all event promotion, production and follow-up
- Verbal recognition during event

### 3. Social media

- Recognition on CEC's Facebook, Instagram, LinkedIn and Twitter
  - Four posts on each platform throughout the year
- Posts customized to your brand and aligned with your event participation

### Advertising (included in this level)

- Listing in annual thank-you ad in Santa Barbara Independent
- Listing in annual thank-you ad in Montecito Journal

### Sponsorship recognition badge for your website, emails and social media (included in this level)

## Sponsorship Level Summary

	Presenting	Benefactor	Pillar	Patron	Sustainer
<b>CEC Webinar Sponsorship</b>					
Number of webinars	5	4	3	2	1
Hyperlinked logo on invitation and follow up emails to 9000+ subscribers	■	■	■	■	■
Verbal Recognition During Event	■	■	■	■	
Share Your Story During Event	■	■	■		
<b>2021 Virtual Earth Day Festival</b>					
Number of Events where Logo Appears	6	4	3	2	2
Recognition on Promotional Press Releases	■	■	■		
Recognition on Promotional Eblasts	■	■			
Recognition on Santa Barbara Earth Day Website	Banner	Banner	Logo	Logo	Logo
<b>Social Media</b>					
Paid Social Media Ads	4				
Posts Per Platform	12	10	8	6	4
Thank you ads	Prominent Listing	Prominent Listing	Prominent Listing	Prominent Listing	Listing
<b>CEC 50th Anniversary Wine Glass Set</b>					
	Set of 12	Set of 6	Set of 6		
Sponsorship badge for website, emails, and social media	■	■	■	■	■

## CEC 50th Anniversary Campaign Sponsorships



Looking forward, CEC has created a bold plan to advance transformative and equitable solutions to the climate crisis and build a vibrant and resilient Central Coast region. To fuel this plan, CEC is launching a \$10 million 50th Anniversary Campaign that will build our capacity to lead, partner, and act.

### **Dollars raised will fund capital investments in staff and space that:**

- Increase CEC's organizational capacity to expand our impact in Ventura, North Santa Barbara, and San Luis Obispo Counties.
- Provide CEC with the freedom and flexibility to work beyond the confines of government grant programs on the most critical and promising climate solutions.
- Ensure the sustainability of CEC's advancements through endowed funds.
- Facilitate the dissemination of CEC's local success to effect change at the state and national levels and beyond.

For information on becoming a **50th Anniversary Campaign Sponsor** to help fuel CEC's bold plan to advance transformative and equitable solutions to the climate crisis please contact **Becca Summers at 805-963-0583 ext. 203 or [bsummers@cecmail.org](mailto:bsummers@cecmail.org)**

CEC cannot accept donations, sponsorship, or contributions from corporations in the oil or natural gas industry or from mining and minerals companies. CEC also will not seek or accept contributions from any company in the active planning or permitting phase of a utility-scale renewable energy project in Ventura, Santa Barbara, or San Luis Obispo Counties.