

CALIFORNIA COASTAL CLEANUP

Sponsorship Opportunity

AN ANNUAL STATEWIDE VOLUNTEER EVENT, held in September, at more than 1,000 sites across California. It supports the environment, engages tens of thousands of people and has removed over 26 millions of pounds of trash from our beaches, shorelines, and inland waterways over the last 37 years. The cleanup protects our communities' health and beauty, prevents trash from entering our ocean, and through people power ensures that our coastline and inland waterways remain scenic, safe, and healthy for all.

- **1.6 million individuals have volunteered to improve the places they love**
- **Involvement provides a way for everyone to contribute to a cleaner, healthier coast**
- **Managed statewide by the California Coastal Commission in partnership with local organizers, who coordinate the logistics of each site**
- **The cleanup is made possible through corporate support**



YOUR RELATIONSHIP WITH THE CALIFORNIA COAST

The coast is a part of who we are as Californians. It binds us together, no matter where we live. Connect your company indelibly to the California coast by joining the state's largest annual volunteer event, California Coastal Cleanup Day. Californians love the cleanup and come together to combat ocean trash for the health of our beaches and waterways.

What the Cleanup Means to You:

Align your brand with a highly visible and worthy cause

- **Market your company in cleanup outreach efforts, including traditional and social media**
- **Develop and increase brand loyalty with hundreds of thousands of volunteers and viewers**
- **Engage employees in a fun, inclusive, and meaningful event that inspires and motivates**
- **Provide employee leadership development through organized team cleanups**
- **Sample and promote directly to volunteers**

CLEANUP IMPACT

Reach, Influence, Growth

California Coastal Cleanup Day is the state's most anticipated and high profile volunteer event. The event typically attracts 60-70,000 participants who gather at more than 1,000 sites. It is popular for good reason: California's beaches and inland waterways are collection spots for trash. The public is increasingly concerned about ocean trash and plastic pollution and eager to do something about it! The cleanup offers a way for volunteers to respond to the threat of trash in our environment. They do this by removing trash before the winter rains arrive and wash it out to the ocean, where it harms marine life and our shared ecosystem.

The cleanup is a compelling California story told through print, broadcast, and online outlets every year. That coverage highlights individuals, groups, and businesses from every part of the state, all sharing in a large-scale effort to support the environment.

Each year the cleanup garners extensive media coverage:

- **Hundreds of news articles, providing over one million unique impressions**
- **One million individuals reached across social media platforms**



"I think just seeing all the trash that gets collected and being out there in nature, helping to beautify it. It all feels good."

- 2021 cleanup volunteer

"We picked up more trash than I thought we would, and it was pleasant. So I decided to do it again this year. And to organize a larger group." - 2021 cleanup volunteer

"Helps me feel encouraged to see like-minded people like me who want to keep our world beautiful as opposed to the feeling of frustration for the people who trash it. These events help restore my faith in humans." - 2021 cleanup volunteer

*"Once you see all that trash in one pile,
you start picking up more in your
everyday life." - 2021 cleanup volunteer*

CLEANUP IMPACT

Reach, Influence, Growth

California Coastal Cleanup Day sets an example for the nation and internationally. Currently more than 110 countries and 45 states within the US participate in the International Coastal Cleanup (ICC). California leads volunteer totals by a large margin, making up 32% of the US total, and 11% of the global participation. Our statewide cleanup adds to the international effort, and has helped the ICC become the world's largest volunteer event dedicated to the health of the marine environment. 65% of cleanup participants in California are repeat volunteers, and of those, 85% have volunteered multiple times!



The cleanup has ripple effects throughout the year. The cleanup data and analysis provide the general public as well as policy makers with a better understanding of the extent and nature of the marine debris problem and ways to tackle it. We reinforce the educational value of the program through awareness campaigns, calls to action, and school-based cleanups. Additionally, our survey results tell us that participation in the cleanup inspires people to approach the use of disposable items thoughtfully and has influenced the reuse of items in their daily lives.



PARTNERSHIPS

Local, Statewide, and Corporate partnerships bring California Coastal Cleanup Day to life.

The cleanup is organized by the California Coastal Commission in partnership with a network of like-minded organizations. An annual cleanup of California's coast and inland waterways of this scale is made possible by volunteers, organizers, and sponsors; without a strong team this event could not exist.

While the Commission coordinates the event statewide, the cleanup is not a state-funded event. Instead, the Commission works with a non-profit fiscal agent and relies on donations and sponsorship to make the event successful. Regional Coordinators and statewide groups organize volunteers, train site captains, conduct local publicity campaigns to promote the event, collect and report data, and are at the center of California Coastal Cleanup Day's success.

Corporate partners provide the funding, marketing, and publicity capabilities, without which the cleanup could not take place. California Coastal Cleanup Day takes pride in its sponsors, who offer their expertise, staff, products, as well as financial support, to the cause.

2021 Partners



"I'm more conscious of trash in my neighborhood. I do regular trash pick-ups every month along the streets and area where I live. I have even gotten a few neighbors to do the same!"

- 2021 cleanup volunteer

PARTNERSHIPS

THE FOLLOWING PARTNER PROGRAMS expand the reach of our message and awareness; offering further opportunities for sponsor involvement. We would love to discuss these opportunities with you.

The Protect Our Coast and Oceans fund is a California State “tax check-off box” where one can charitably contribute on their income tax forms. ChecktheCoast.org

The Whale Tail® License Plate is an opportunity for Californians to support coastal stewardship by purchasing a specialty license plate. Ecoplates.com

The Adopt-A-Beach® Program organizes cleanups year-round in all coastal counties.

CALIFORNIA COASTAL CLEANUP 2021
SATURDAY SEPTEMBER 18TH AND ALL MONTH LONG

PROTECT YOUR HAPPY PLACE

PHOTO BY DANIE WISCO

EVEN AFTER MORE THAN A YEAR APART, WE'RE STILL ALL CONNECTED, FROM THE MOUNTAINS TO THE OCEAN. COME BACK TOGETHER ON SEPTEMBER 18TH FOR CALIFORNIA COASTAL CLEANUP DAY, AND HELP THROUGHOUT THE MONTH TO CLEAN UP YOUR NEIGHBORHOOD OR ANYWHERE ELSE THAT MAKES UP YOUR HAPPY PLACE.

VISIT COASTALCLEANUPDAY.ORG TO LEARN MORE.

CRISTAL GAYSER ORACLE GreenPaly Project for Earth California Coastal Commission

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SATURDAY SEPTEMBER 18TH AND ALL MONTH LONG

PROTECT YOUR HAPPY PLACE

PHOTO BY KAY RENZI

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PHOTO BY BILL BOGGS

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A special thanks to MeKanism for the 2021 campaign graphics. We are grateful to all our sponsors and partners whose cooperative efforts make this event a success year after year.

*"I was encouraged to continue with the clean up because I was satisfied with beautifying my city."
- 2021 cleanup volunteer*

OPPORTUNITY

If none of the levels listed below fits your needs, please contact us to discuss the potential for unique sponsorship opportunities.

WHALE PRESENTING SPONSOR

\$100,000

COMPANY LOGO/ MEDIA REACH

- Presenting Sponsor acknowledgement in the title of California Coastal Cleanup Day event: named alongside the California Coastal Commission
- Name/logo in prominent position on all cleanup materials statewide
- Targeted social media plan developed with sponsor's media team

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Opportunity to present to cleanup coordinators and site captains at the Regional Conference(s)
Plus all Sea Lion, Egret, and Brown Pelican benefits

SEA LION SPONSOR

\$50,000

COMPANY LOGO/ MEDIA REACH

- Logo on statewide cleanup materials including: 90,000 trash and recycling bags, 10,000 posters and 20,000 event postcards, and 4,000 T-shirts

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Sponsor banners provided at three (3) major cleanup site locations
Plus all Egret and Brown Pelican benefits

EGRET SPONSOR

\$25,000

COMPANY LOGO/ MEDIA REACH

- Additional acknowledgment on promotional print and radio ads and PSAs donated by media sponsors (as allowed)

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Tabling space at one (1) cleanup location of your choice (as permitted locally) for sampling
- Dedicated sign-in table for sponsor's employee participation

Plus all Brown Pelican benefits

BROWN PELICAN SPONSOR

\$10,000

COMPANY LOGO/ MEDIA REACH

- Logo on cleanup materials including: 10,000 posters and 20,000 event postcards, and 4,000 T-shirts
- Recognition in cleanup social media leading up to and following the cleanup
- Company name on cleanup website along with mention in email alerts sent to more than 45,000 subscribers
- Featured on all cleanup media including press releases, media alerts, and social media

ONSITE/ HANDS-ON COMPANY ENGAGEMENT

- Company volunteer participation at cleanup site of choice and one (1) banner displayed at selected cleanup site

"I'm more aware of trash and have done some smaller, local cleanups. I am more conscious of what I purchase, consume and try to limit waste more." - 2021 cleanup volunteer

"I've already been interested in working to improve the environment. Coastal cleanup was a pre organized way to contribute." -2021 cleanup volunteer



Credit: Benedicte Lasalle

The 38th Annual California Coastal Cleanup Day will take place in September 2022.

If you would like to support the Cleanup or find out more, please contact us.

Eben Schwartz
California Coastal Cleanup Day Director
eben.schwartz@coastal.ca.gov
(415) 904-5210

WE WILL SEE YOU THERE! WWW.COASTALCLEANUPDAY.ORG

Internal Revenue Service
Director, Exempt Organizations
Rulings and Agreements

Department of the Treasury
P.O. Box 2508
Cincinnati, Ohio 45201

MAR 19 2007

Date:

MAR 15 2007

California State Parks Foundation
800 College Avenue, POB 548
Kentfield, California 94914-0548

Person to Contact:

Mr Scian, ID#31-03914

Contact Telephone Numbers:

877-829-5500 Toll-Free

Federal Identification Number:

94-1707583

Dear Sir or Madam:

This modifies our letter dated November 1969. In that letter we determined that your organization is exempt under section 501(a) of the Internal Revenue Code, as an organization described in section 501(c)(3). We determined that you were not a private foundation within the meaning of section 509(a) of the Code because you were an organization described in section 509(a)(3) of the Code.

In your letter dated November 14, 2006, you requested classification as an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Code. Based on the information you provided, we have determined that you meet the requirements for the requested foundation classification. Accordingly, we have granted your request and modified your foundation status to reflect an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Your exempt status under section 501(a) of the Internal Revenue Code, as an organization described in section 501(c)(3) remains in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of such status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your exempt status and/or foundation status, you should keep it with your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements