

THE 40TH ANNUAL
CLEAN AIR AWARDS

2016 LUNCHEON SPONSORSHIP OPPORTUNITIES



BREATHE[®]
CALIFORNIA
of Sacramento-Emigrant Trails

The Clean Air and Healthy Lungs People
Since 1917

2016 CLEAN AIR AWARDS

SUSTAINABILITY
LEADERSHIP
INNOVATION



WHO IS BREATHE CALIFORNIA?

Breathe California of Sacramento-Emigrant Trails has been a champion in fighting for clean air, healthy lungs and a tobacco-free future in the Sacramento region since 1917. We do this by partnering with youth, advocating public policy, supporting air pollution research and educating the public. We are recognized as a leader in seeking innovative solutions to a variety of lung health challenges facing our communities, not the least of which is air pollution.

Breathe California of Sacramento-Emigrant Trails pioneered the creation of smoke-free workplaces and restaurants, helped make light-rail a reality in Sacramento, fought for the passage of Proposition 99, and played an instrumental role in phasing out rice straw burning in the Sacramento Valley.

We spend 100% of every dollar raised in our own communities to support and expand our programs to improve the health of our residents. Please visit www.SacBreathe.org to learn more!

ABOUT BREATHE CALIFORNIA'S CLEAN AIR AWARDS LUNCHEON

At Breathe California of Sacramento-Emigrant Trails (BREATHE), we know how much air quality impacts lung health and the general well-being of our community. Unfortunately, Sacramento consistently ranks as one of the most polluted metropolitan areas in the country – but there is a silver lining!

Our air quality is steadily improving thanks to the determination of our Clean Air Champions – the people, businesses and organizations who recognize the importance of having healthy air to breathe and go above and beyond expectations to achieve it.

To ensure that the emerging Clean Air Champions in our region receive all the praise and public recognition they deserve for their incredible efforts, BREATHE honors up to six outstanding groups or individuals annually with a coveted Breathe California Clean Air Award. Winners are carefully selected from dozens of nominations by an esteemed Blue Ribbon Panel and are formally presented at the Clean Air Awards Luncheon in May.

WHY BECOME A LUNCHEON SPONSOR?

When you become a Clean Air Awards Luncheon sponsor, you support a great cause, while receiving tangible marketing benefits for your business or organization.

In addition to the formal awards ceremony, the Clean Air Awards Luncheon features an exciting networking event where sponsors can showcase their latest programs, achievements or technological development to Luncheon attendees, which include many of our region's most influential business and civic leaders, as well as a number of elected officials from the local, state and national levels of government.

Please read on to learn about our sponsorship levels and how we can best serve your needs. For more information, please contact Jenny Matchell at (916) 444-5900 x 217 or jmatchell@sacbreathe.org.

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	SUMMARY OF LUNCHEON SPONSORSHIP BENEFITS	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	CONTR \$1,500
PRE-EVENT PUBLICITY	Sponsor included on event promotion materials, including: invitations, e-newsletters and BREATHE Facebook page	+	+	+	+
	Sponsor included on the Clean Air Awards and event pages of our organization's website: www.SacBreathe.org	+	+	+	+
	Post a "Why we support this program" on the BREATHE blog and distributed via social media outlets	+	+	+	
	Link to sponsor commercial or PSA posted on the BREATHE Facebook page and our website, www.SacBreathe.org	+	+	+	
	Recognition in all event media outreach, including: press releases and media advisories	+			
	Partner with BREATHE in a joint Facebook contest promotion in the format of your choosing	+			
ON-SITE BRAND PRESENCE	Sponsor name listed on the sponsor page of the 2016 Clean Air Awards booklet	+	+	+	+
	Sponsor recognition included in the multimedia presentation at the awards ceremony	+	+	+	+
	Display table at the Clean Air Showcase networking event	+	+	+	+
	Distribute promotional items at event	+	+	+	+
	Printed advertisement in the 2016 Clean Air Awards Booklet	Full Page	Half Page	Quarter Page	
	Company banners hanging prominently at event venue	+	+		
EXTRAS	Reserved table for 10 featuring Sponsor signage	+	+	+	+
	VIP Seating	+	+		

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GOLD SPONSORSHIP - \$10,000

Pre-Event Publicity

- Sponsor name and/or logo featured prominently on all event promotion materials including: invitations, tickets, e-newsletters and BREATHE event page
- Recognition in all event media outreach, including: press releases and media advisories
- Sponsor name and/or logo featured prominently on the Clean Air Awards and events pages of our website, www.SacBreathe.org
- Sponsor message sharing "Why we support this program" posted on the BREATHE blog and distributed via social media outlets*
- Link to sponsor commercial or PSA posted on the BREATHE Facebook page and our website, www.SacBreathe.org*

On-Site Brand Presence

- Sponsor banners (provided by you) prominently on display at event venue
- Full page advertisement in the 2016 Clean Air Awards booklet (provided by you)
- Sponsor name listed on the sponsor page of the 2016 Clean Air Awards booklet
- Sponsor name and/or logo included in the multimedia presentation at the awards ceremony
- Display table in a prime location at the Clean Air Showcase networking event*
- Distribute promotional items at event*

Additional Benefits

- Reserved table with VIP seating for 10 featuring sponsor signage

**Optional at sponsor's discretion. Content must be provided by the sponsor and approved by Breathe California.*



Larry Greene and Scooter (Spare the Air mascot) from Sacramento Metropolitan Air Quality Management District at the Clean Air Awards Luncheon



2014 Clean Air Award Winners, Sponsors and Hosts

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SILVER SPONSORSHIP - \$5,000

Pre-Event Publicity

- Sponsor name and/or logo featured prominently on all event promotion materials including: invitations, tickets, e-newsletters and BREATHE event page
- Sponsor name and/or logo featured prominently on the Clean Air Awards and events pages of our website, www.SacBreathe.org
- Sponsor message sharing “Why we support this program” posted on the BREATHE blog and distributed via social media outlets*
- Link to sponsor commercial or PSA posted on the BREATHE Facebook page and our website, www.sacbreathe.org*

On-Site Brand Presence

- Sponsor banners (provided by you) on display at event venue
- Half page advertisement in the 2016 Clean Air Awards booklet (provided by you)
- Sponsor name listed on the sponsor page of the 2016 Clean Air Awards booklet
- Sponsor name and/or logo included in the multi-media presentation at the awards ceremony
- Display table in a prime location at the Clean Air Showcase networking event*
- Distribute promotional items at event*

Additional Benefits

- Reserved table with VIP seating for 10 featuring sponsor signage

**Optional at sponsor's discretion. Content must be provided by the sponsor and approved by Breathe California.*



Dr. Mike Lee, Vice President for Administration and Chief Financial Officer of Sacramento State, speaks at the Clean Air Awards Luncheon



Representatives from Sacramento Municipal Utility District (SMUD) share resources at the Clean Air Showcase networking event

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BRONZE SPONSORSHIP - \$2,500

Pre-Event Publicity

- Sponsor name in BOLD, featured on all event
- promotion materials including: invitations, e-newsletters and BREATHE Facebook page
- Sponsor name linked on the Clean Air Awards and events pages of our website, www.SacBreathe.org
- Sponsor message sharing "Why we support this program" posted on the BREATHE blog and distributed via social media outlets*
- Link to sponsor commercial or PSA posted on the BREATHE Facebook page and our website, www.sacbreathe.org*

On-Site Brand Presence

- Quarter page advertisement in the 2016 Clean Air Awards booklet (provided by you)
- Sponsor name listed on the sponsor page of the 2016 Clean Air Awards booklet
- Sponsor recognition included in the multimedia presentation at the awards ceremony
- Display table at the Clean Air Showcase networking event*
- Distribute promotional items at event*

Additional Benefits

- Reserved table with prime seating for 10 featuring sponsor signage

**Optional at sponsor's discretion. Content must be provided by the sponsor and approved by Breathe California.*



Yolo-Solano Air Quality Management District
Representatives at the Clean Air Showcase
networking event

CONTRIBUTING SPONSOR - \$1,500

Pre-Event Publicity

- Sponsor name listed on all event promotion materials including: invitations, e-newsletters and BREATHE Facebook page
- Sponsor name linked on the Clean Air Awards and events pages of our website, www.SacBreathe.org

On-Site Brand Presence

- Sponsor name listed on the sponsor page of the 2016 Clean Air Awards booklet
- Sponsor recognition included in the multimedia presentation at the awards ceremony
- Display table at the Clean Air Showcase networking event*
- Distribute promotional items at event*

Additional Benefits

- Reserved table for 10

**Optional at sponsor's discretion. Content must be provided by the sponsor and approved by Breathe California.*



High School Clean Air Art Contest

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2016 SPONSORSHIP COMMITMENT FORM

Please complete this form and return to Breathe California of Sacramento Emigrant Trails – ATTN: Jenny Matchell
By Mail: 909 12th Street, Suite 100, Sacramento, CA 95814; By Email: jmatchell@sacbreathe.org; By Fax: (916) 444-6661

☐ **YES!** We are proud to sponsor the 2016 Clean Air Awards Luncheon

☐ Gold Sponsor - \$10,000

☐ Silver Sponsor - \$5,000

☐ Bronze Sponsor - \$2,500

☐ Contributing Sponsor - \$1,500

☐ Please check here if this is an in-kind sponsorship!

Description of goods or services to be provided: _____

Estimated value: \$ _____

(In-kind sponsorship levels are based on the cash value of the donation)

Primary Contact Information

Name: _____ Title: _____

Organization/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Marketing Contact Information (We will contact your marketing coordinator with design specs and deadlines for promotional materials)

Name: _____ Title: _____

Phone: _____ Email: _____

Payment Methods

Method of Payment: ☐ Check – Make payable to Breathe California of Sacramento-Emigrant Trails

☐ Visa/Mastercard/Amex/Discover (Please fill out the information below or call (916) 444-5900 ext. 208 to pay by phone)

☐ Please send an invoice

Name (as it appears on the card): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit Card Number: _____

Exp. Date: _____ CVV2: _____ (Last 3 digits in signature panel on back of card)

Signature: _____ Date: _____