



2015 SPONSORSHIP OPPORTUNITIES

March 15, 2015

San Diego Coastkeeper invites you to contribute to our 20th anniversary year and highlight your and your company's commitment to our waterways and ocean.

2015 Anniversary Events

April 18: Ocean Commotion Concert

June 8: Coastal Champions Awards Breakfast

Fall: Seaside Soiree featuring Robert F. Kennedy, Jr.

Special this year, we are offering 20th Anniversary Sponsorship levels that gain recognition at all three events and in Coastkeeper communications all year. Or you can choose to sponsor individual events that speak to your company culture and goals.

The sooner you respond, the sooner we can include you in:

- Celebration reception with Robert F. Kennedy, Jr. (pending calendar confirmation)
- Website, social media and email features
- Press releases and media alerts
- See details on the following pages

In 2015, San Diego Coastkeeper marks 20 years of protecting San Diego County's fishable, swimmable, drinkable water. It is a mission we undertake with appreciation for the volunteers, partners, donors and sponsors that make the work possible.

Whether it's enjoying locally sourced drinking water, fishing in lakes and the ocean or managing irrigation and compliance costs, you and your company depend on and enjoy clean water. **We invite you to support this year's marquee events with the largest nonprofit in San Diego County dedicated to protecting fishable, swimmable, drinkable waters—for you, your family and your business.**

Ready to sign on? Just email or mail the enclosed form. If you have questions about the organization, events or recognition opportunities, please call or email Executive Director Megan Baehrens at 619-758-7743 x103.

For fishable, swimmable, drinkable water in San Diego County,

Megan Baehrens
Executive Director

P.S. Thank you to 2014 sponsors including: PuraKai, Mikaloh Art, Brickman Landscape, Regency Centers, GMI, Jones Signs, Wayne & Ellen Rosenbaum, Harriet Lazer, Patricia Meagher & David Ritter, Waitt Foundation, Airport Authority, EDCO, Micah Mitrosky, Cohn Restaurant Group, Sportfishing Association of California and Coronado Brewing Co.



2015 SPONSORSHIP OPPORTUNITIES

2015 Exposure & Engagement Opportunities



4th Annual Ocean Commotion Concert

April 18 @ 5pm

Five-hour concert of live music with 200+ 20- to 30-somethings who care about the environment and live, work and play in San Diego County

Opportunities: Digital banner, brand presence in games area, presenting and platinum sponsors may award prize during opportunity drawing, presenting sponsor may provide environmentally-friendly branded give-away* to ticket holders



Coastal Champion Awards

June 8 @ 7:30am

One-hour breakfast with 100-150 business and community leaders at Birch Aquarium to celebrate the people, businesses and organizations that protect San Diego County's water

Opportunities: Sponsorship table displays, food service displays, presenting sponsor may present an award at the event alongside a staff or board member, platinum and presenting sponsors may provide an environmentally-friendly branded give-away* to guests, presenting, platinum and gold sponsors will have reserved seating.



18th Annual Seaside Soiree

Fall 2015 @ evening

The who's who of policy makers and regional leaders join high-level donors to celebrate Coastkeeper's 20th Anniversary and support its future with a roaming buffet, interactive learning, an auction/drawing, and keynote from Waterkeeper Alliance President Robert F. Kennedy, Jr. (date pending his schedule).

Opportunities: Sponsorship table displays, food service displays, presenting sponsor may present an award at the event alongside a staff or board member, platinum and presenting sponsors may provide an environmentally-friendly branded give-away* to guests, presenting, platinum and gold sponsors will have reserved seating

*give-away items subject to approval by San Diego Coastkeeper



2015 SPONSORSHIP OPPORTUNITIES

Full Year Anniversary Sponsorship Levels and Benefits

Recognition all year long, at concert, awards and soiree

	Presenting \$20,000 <i>*ONLY 5 AVAILABLE*</i>	Platinum \$15,000	Gold \$10,000
Presenting Sponsor Title	✓		
Present Coastal Champion Award	✓		
Branded giveaway opportunity	✓	✓	
Recognition in Anniversary video	✓	✓	✓
Recognition in 2015 annual report (used throughout 2016)	✓	✓	✓
Top billing on materials	✓✓✓	✓✓	✓
Recognition on website	Home page "Above-the-fold" rotator image	Home page Feature story section	Home page Feature story section
Recognition in social media	Monthly throughout 2015	Surrounding each event	Surrounding each event
Event recognition	✓	✓	✓
Thank You in email to our 5,0000 subscribers	Feature upon sponsorship & for each event	For each event	For each event
Name included in press releases	✓ Each event	✓ Each event	✓ Each event
Logo on Soiree auction guide	✓	✓	✓
Event invitations	10 invitations to Fall celebration event	5 invitations to Fall celebration	2 invitations to Fall celebration



2015 SPONSORSHIP OPPORTUNITIES

Single Event Sponsorship Levels and Benefits Concert *or* Awards *or* Seaside Soiree

	Ocean \$5,000	Watershed \$2,500	River \$1,000	Creek \$500
Name included in event press release	✓	✓		
Logo printed on Seaside Soiree auction guide	✓ Only applies to Seaside Soiree sponsors	✓ Only applies to Seaside Soiree sponsors		
Event Sponsor Title	✓	✓	✓	✓
Recognition on website	Home page month of event & Event page	Home page week of event & Event page	Event page	Event page
Recognition in social media	✓ Three times	✓ Twice	✓ Once	✓ Once
Thank You in email to our 5,000 subscribers	✓	✓	✓	✓
Logo/name display at event	✓	✓	✓	✓
Event invitations	10 invitations to event	5 invitations to event	2 invitations to event	Invitation to event

Note: Benefits apply to the one event you choose to sponsor. Sponsorship must be committed in writing one week prior to public recognition (emails, press releases, etc.) for guaranteed inclusion. Payment of sponsorship requested by date of event.



2015 SPONSORSHIP OPPORTUNITIES

In-Kind/Underwriter Opportunities

Your donation of items to support our events is valued and appreciated. It gives you an opportunity to showcase your product, highlight your appreciation for a particular aspect of our work or sponsor at a custom level. Please contact Megan or Stephanie with any questions.



IN-KIND ITEMS

- **Auction and Opportunity Drawing: Items for the auction/drawing**
Recognition at auction/opportunity drawing table and guide
- **Awards: trophy items for awardees (must provide seven)**
Recognition at Coastal Champion Awards and 2 event tickets
- **Printing: layout and printing service:** *Recognition on items printed, e.g. Seaside Soiree invitations, auction guide*

IN-KIND or UNDERWRITE

- **Dinner for Volunteers: \$250-500 per event**
Recognition at event registration table
- **Seaside Soiree food: \$10,000 or catering service**
Includes display placard near all food at Seaside Soiree & 2 VIP tickets
- **Coastal Champion Awards food: \$3,000 or catering service**
Includes display placard near all food at Seaside Soiree & 2 VIP tickets
- **VIP Cocktails: \$1,500 or bar service and liquor**
Recognition at Seaside Soiree VIP event and 2 tickets to attend
- **Seaside Soiree Wine and/or Beer: \$1,000 or wine**
Placard at bar
- **Seaside Soiree or Ocean Commotion Beer: \$1,000 or beer**
Placard at bar
- **Concert Entertainment: \$500**
Logo/name display at Ocean Commotion
- **Seaside Soiree Entertainment: \$500**
Logo/name display at Seaside Soiree
- **Seaside Soiree Dessert: \$250**
Placard at dessert display



2015 SPONSORSHIP OPPORTUNITIES

Sponsorship Remittance Form

Please submit by as soon as possible and no later than three weeks prior to the event(s) you sponsor be included event materials. If applicable, email your logo and website URL to Megan Baehrens, MeganB@sdcoastkeeper.org

Yes! We would like to support clean water in San Diego and will join you as a:

_____ Presenting Sponsor (\$20,000)

_____ Platinum Sponsor (\$15,000)

_____ Gold Sponsor (\$10,000)

_____ Event Sponsor

Name of Event _____

Amount of Sponsorship \$ _____

_____ In-kind Sponsor

Item (we will contact you to discuss further) _____

San Diego Coastkeeper will contact you to discuss recognition and collect logo files, etc.

Sponsor Name: _____

(Print exactly as it should appear in event materials)

Contact Name: _____

Title/role: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Mail or email sponsorship to

stephanie@sdcoastkeeper.org

San Diego Coastkeeper

Attention: Sponsorship

2825 Dewey Road, Suite 200

San Diego, CA 92106

Payment

Checks to: San Diego Coastkeeper

Credit card call 619-758-7743 x103

Or www.sdcoastkeeper.org

How did you hear about us: Sponsorship

For inclusion on materials, return this form no later than three weeks prior to the event.

*San Diego Coastkeeper is a 501(c) (3) non-profit organization. Tax ID 33-0647946.
Your sponsorship above the fair market value is tax deductible to the extent allowed by law.*



2015 SPONSORSHIP OPPORTUNITIES

Your Sponsorship Leads to Clean Water Results

Your participation associates you with quantifiable results to protect and restore clean, plentiful water throughout San Diego County. Take a look at our results in 2014 and claim your place as a driving force in 2015 for fishable, swimmable, drinkable waters in San Diego County.



Made possible by sponsors and donors like you. Thank you!