



## 2015 SPONSORSHIP OPPORTUNITIES

June 15, 2015

HELLO!

San Diego Coastkeeper invites you to contribute to our 20<sup>th</sup> anniversary year and highlight your and your company's commitment to our waterways and ocean at our October 28, 2015 Seaside Soiree featuring Robert F. Kennedy, Jr.

**Special this year, we are offering 20<sup>th</sup> Anniversary Sponsorship levels that gain recognition in Coastkeeper communications all year.** Or you can choose to sponsor individual programs that speak to your company culture and goals.

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

- VIP reception with Robert F. Kennedy, Jr.
- Website, social media and email features
- Press releases and media alerts
- See details on the following pages

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 sponsors who have already signed on to support fishable, swimmable, drinkable water: Coast Law Group, Sun Harbor Marina and Waitt Foundation.



## 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.



#### **COMING SOON: 18th Annual Seaside Soiree**

October 28 @ 6pm

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.

**Opportunities:** Sponsorship table displays, food service displays, 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

	<b>Presenting \$20,000</b> <i>*ONLY 5 AVAILABLE*</i>	<b>Platinum \$15,000</b>	<b>Gold \$10,000</b>
<b>Presenting Sponsor Title</b>	✓		
<b>Branded giveaway opportunity</b>	✓	✓	
<b>Recognition in Anniversary video</b>	✓	✓	✓
<b>Recognition in 2015 annual report</b> (used throughout 2016)	✓	✓	✓
<b>Top billing on materials</b> (above event sponsors)	✓✓✓	✓✓	✓
<b>Recognition on website</b>	Home page "Above-the-fold" rotator image	Home page Feature story section	Home page Feature story section
<b>Recognition in social media</b> (your choice of platform)	Monthly throughout 2015	During Seaside Soiree & Year-end	During Seaside Soiree
<b>Event recognition</b>	✓	✓	✓
<b>Thank You in email to our 5,000 subscribers</b>	Feature upon sponsorship & for each event	For each event	For each event
<b>Name included in Seaside Soiree press release</b>	✓	✓	✓
<b>Logo on Soiree auction guide</b>	✓	✓	✓
<b>Invitation to Seaside Soiree (10/28/15)</b>	10 invitations	5 invitations	2 invitations



## 2015 SPONSORSHIP OPPORTUNITIES

### Seaside Soiree Sponsorship Levels and Benefits

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



## 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.

- **Auction and Opportunity Drawing Items**  
*Recognition at auction/opportunity drawing table and guide*
- **Dinner Underwriter: \$10,000**  
*Display placard at buffet & 2 VIP tickets*
- **VIP Reception Underwriter with Robert F. Kennedy, Jr.: \$1,500**  
*Recognition at Seaside Soiree VIP event & 2 tickets to attend*
- **Bar Sponsor: \$1,000**  
*Display placard at bar*
- **Entertainment Underwriter: \$500**  
*Logo or name placement at entertainment area*
- **Dinner for Volunteers: \$500**  
*Recognition at event registration table*



## 2015 SPONSORSHIP OPPORTUNITIES

### Sponsorship Remittance Form

Please submit by October 1, 2015 to be included in event materials. If applicable, email your logo and website URL to Megan Baehrens, [MeganB@sdcoastkeeper.org](mailto: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)
- \_\_\_\_\_ Ocean Sponsor (\$5,000)
- \_\_\_\_\_ Watershed Sponsor (\$2,500)
- \_\_\_\_\_ River Sponsor (\$1,000)
- \_\_\_\_\_ Creek Sponsor (\$500)

\_\_\_\_\_ In-kind Sponsor or Underwriter  
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](mailto: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](http://www.sdcoastkeeper.org)  
How did you hear about us: Sponsorship

**For inclusion on materials, return this form no later than October 1, 2015.**

*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!