



## 7th Annual Creek to Bay Cleanup Saturday, April 25, 2009



**Partnership Opportunities**



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## 7th Annual Creek to Bay Cleanup Sponsorship Benefits

As one of San Diego County's oldest and largest non-profit environmental education organizations, I Love A Clean San Diego (ILACSD) promotes awareness of environmental issues including resource conservation, waste reduction, recycling, community enhancement, and pollution prevention. A diversified organization operating throughout San Diego County, ILACSD offers a broad range of expertise in public education and outreach, event coordination, and community relations.

### Why Support the Environment?

Environmental work is more important now than ever before, as evidenced by society's growing interest in, and reliance upon, our natural resources and open spaces including California's rivers, bays, and coastlines. The health of our ocean and waterways directly impacts the success of California's business interests, and ultimately the economy. Be a part of the solution while giving back to the community.

### What is the Creek to Bay Cleanup?

The Creek to Bay Cleanup is a countywide event boasting an excess of 60 cleanup locations, each staffed by trained volunteer site captains. The mission of the event is to engage community members in removing debris from San Diego's beaches, waterways, canyons, and parks. This cleanup strives to reach a diversified cross-section of San Diego County, with half coastal and half inland locations, emphasizing the fact that almost 80% of marine debris originates inland. All of these areas are integral parts of San Diego's eleven watersheds, and every piece of litter is a potential piece of marine debris. Inland volunteers help to illustrate one of the event's key messages: ***We are connected to the coast and oceans by our rivers, streams, and storm drains. The solution to ocean pollution is litter prevention and protection of all areas throughout the watershed.***

Last year, at the Creek to Bay Cleanup, over 4,000 dedicated volunteers cleaned over 150 miles of shoreline and inland areas at 64 sites, removing a total of 170,806 pounds of debris. This impressive turnout removed one of the largest amounts of trash on record, emphasizing the necessity of this cleanup each year. I Love A Clean San Diego anticipates an even bigger turnout in 2009 with successes topping results from last year's event.

### Why Support the Creek to Bay Cleanup?

As economic factors cause local jurisdictions to cut funding to certain programs, the importance of volunteerism has increased dramatically. Park maintenance departments are stretched thin, and aren't able to spend the necessary time to clean up and maintain local beaches, parks, and open space areas. ILACSD believes it's a more judicious use of time and resources to engage volunteers to clean their own communities rather than lobby the government for additional funds. Show your dedication to community enhancement and the environment in San Diego County by supporting the Creek to Bay Cleanup. Please take a few moments to review the sponsorship levels and benefits on the following page.

To learn more about how your organization can get involved, please contact Morgan Justice-Black, Outreach Director, at (619) 291-0103 ext 3003, or email: [mjusticeblack@cleansd.org](mailto:mjusticeblack@cleansd.org).

Thank you for your consideration.



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**7<sup>TH</sup> ANNUAL CREEK TO BAY CLEANUP  
 PROGRAM DESCRIPTION**

I Love A Clean San Diego's Creek to Bay Cleanup brings San Diegans together with their families, friends, co-workers, scout troops, and clubs to protect our coastal and inland beaches and waterways and the sensitive habitats that surround them. In the past six years of this event, ILACSD has coordinated over 18,000 volunteers who have collected over 820,000 pounds of trash and debris throughout San Diego County. Dedicated volunteers at last year's event picked up a staggering 170,806 pounds of debris from over 150 miles (64 cleanup sites) of San Diego County. For this year's event, ILACSD aims to increase the reach of this event to make it even more successful than previous years' impressive accomplishments. This volunteer event makes not only a wonderful service project for community-minded organizations, but also a unique, tax-deductible marketing opportunity visible to all of San Diego County.

**SPONSORSHIP OPPORTUNITIES**

<b>Benefits of Sponsorship</b>	<b>Title Sponsor (Exclusive)</b>	<b>Countywide Sponsor (Limited)</b>	<b>Regional Sponsor</b>	<b>Community Sponsor</b>	<b>Site Sponsor</b>
The 7 <sup>th</sup> Annual Creek to Bay Cleanup Presented by "Your Organization's Name Here"	√				
Leading name and/or logo placement in all Creek to Bay Cleanup advertising and promotion	√				
Opportunity for company representative to speak at press conference (at media site)	√	√			
Booth/display space at media site or cleanup site of choice (pending availability)	√	√			
Placement of company banner or signage at media site	√	√	√		
Name or logo on signage at ~60 cleanup sites	<i>Logo</i>	<i>Logo</i>	<i>Name</i>		
Name or logo on 200 site captain t-shirts	<i>Logo</i>	<i>Logo</i>	<i>Name</i>		
Name or logo in Union-Tribune pre and post event advertisement and volunteer thank you	<i>Logo</i>	<i>Logo</i>	<i>Name</i>		
Name or logo on approximately on 4,000 event flyers & 750 event posters	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>	
Logo & hyperlink on Creek to Bay website for one year ( <a href="http://www.creektobay.org">www.creektobay.org</a> )	√	√	√	√	√
Organization name in one issue of ILACSD's bi-annual newsletter	√	√	√	√	√
Organization team volunteer opportunities	√	√	√	√	√
Promotional opportunities with local dignitaries, media outlets, businesses and community organizations	√	√	√	√	√
Creek to Bay Cleanup Final Report (if requested)	√	√	√	√	√
	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$1,000</b>

Contact Morgan Justice-Black at (619) 291-0103, ext. 3003 or [mjusticeblack@cleansd.org](mailto:mjusticeblack@cleansd.org) for more information.