

23rd Annual California Coastal Cleanup Day

September 15, 2007

9am to Noon



www.ilacsd.org T: 619.291.0103 F: 619.298.1314 4891 Pacific Hwy, Suite 115 San Diego, CA 92110

About California Coastal Cleanup Day

What is California Coastal Cleanup Day?

California Coastal Cleanup Day (CCD) is the country's largest volunteer event in support of the marine environment. The mission of CCD is to engage people to remove trash and debris from the world's beaches and waterways; to identify the sources of debris; and ultimately change the behaviors that cause pollution. CCD is a partnership between the community and local non profit groups and municipalities that coordinate cleanups at the city and county levels. CCD is a major part of an International Coastal Cleanup, which includes all 50 states and over 100 countries worldwide.

In addition to being the world's largest single-day volunteer event for the marine environment, CCD is unique because of its data collection. After years of collecting data on the specific types of marine debris being found, CCD data now focuses on the activities that cause the debris. We compile, analyze, and track this data to identify the activities and general sources of the debris. The final information is used to educate the public, businesses, industry, and government officials about the problem of debris. CCD data reports have also influenced public policy on waste management, prompted legislation, and convinced individuals, organizations, and communities to examine their waste handling practices.

Why Support California Coastal Cleanup Day, San Diego County?

The San Diego Coastline is one of the most magnificent in the world yet each year tons of garbage ends up on the beaches and in the oceans each year. CCD empowers citizens to not only accept responsibility for the environmental impacts occurring in their community, but to also take immediate, hands-on action to remove the debris and alleviate this pollution problem. Debris that is not collected may end up in the oceans where it endangers marine life and is harmful to human health.



Each year, I Love A Clean San Diego (ILACSD) and San Diego Coastkeeper (SDCK) partner with the California Coastal Commission to coordinate over 50 coastal and inland cleanups throughout San Diego County. In 2006, 5,850 volunteers removed 196,966 pounds of trash and recyclables from San Diego's beaches, bays and inland waterways. This debris is much more than an eyesore; it represents a public health threat and contributes to the declining health of our ocean systems.

Changing Behaviors

In addition to educating participants, CCD's message of stewardship reaches a very large and diverse audience through extensive television, radio and newspaper coverage. Tens of thousands of television viewers in San Diego are affected by the image of volunteers spending the day cleaning the beaches, and by interviews with event organizers who drive the pollution prevention message home to viewers. This also holds true for newspaper readers and radio listeners.

Cleaning Coastal Watersheds

In recent years, the Commission has expanded its efforts to recruit participants from inland areas to clean creeks, rivers and lakes. Inland volunteers help to illustrate one of the event's key messages – we are connected to the coast and ocean by our rivers, streams and storm drains and that the solution to ocean pollution is in preventing the pollution from getting there in the first place.



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ABOUT THE EVENT ORGANIZERS

Since 2002, I Love A Clean San Diego (ILACSD), San Diego Coastkeeper (SDCK), and the California Coastal Commission have partnered to coordinate over 50 coastal and inland cleanups throughout San Diego County as part of California Coastal Cleanup Day (CCD), an annual statewide cleanup. As this partnership continues to grow, we are engaging more and more San Diegans in protecting and restoring the waterways that are so central to our way of life. In 2006, 5,850 volunteers removed 196,996 pounds of trash and recyclables from San Diego's beaches, bays and inland waterways.

I Love A Clean San Diego:

Through outreach, community involvement and example, I Love A Clean San Diego leads and educates our community to actively conserve and enhance the environment. As one of San Diego County's oldest and largest environmental education non-profit organizations, 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.

San Diego Coastkeeper:



San Diego Coastkeeper protects the region's bays, beaches, watersheds and ocean for the people and wildlife that depend on them. We balance community outreach, education, and advocacy to promote stewardship of clean water and a healthy coastal ecosystem. Dedicated to the belief that we all have a right to clean water, Coastkeeper is the largest professional organization dedicated solely to the monitoring and protection of San Diego's coastal areas and waterways. Launched in 1995, Coastkeeper empowers San Diegans to become actively involved in protecting the natural resources in our communities through habitat restoration, beach clean-ups, watershed monitoring and our groundbreaking Project SWELL curricula and Environmental Law & Policy Clinic.

The California Coastal Commission:



The Coastal Commission mission is to 'Protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations.' The Commission, in partnership with coastal cities and counties, plans and regulates the use of land and water in the coastal zone, including construction of buildings, divisions of land, and activities that change the intensity of use of land or public access to coastal waters. Among its many programs, the Commission is the statewide event coordinator for CCD.

For More Information:

For more information on I Love a Clean San Diego, please contact Morgan Justice-Black at (619) 291-0103 or volunteers@cleansd.org or visit www.cleansd.org.



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SPONSORSHIP OPPORTUNITIES & BENEFITS

Each year, I Love A Clean San Diego (ILACSD), San Diego Coastkeeper (SDCK) and the California Coastal Commission coordinate over 50 coastal and inland cleanups throughout San Diego County as part of California Coastal Cleanup Day (CCD), an annual statewide cleanup. In 2006, 5,850 volunteers removed 196,996 pounds of trash and recyclables from San Diego's beaches, bays and inland waterways. This debris is much more than an eyesore; it represents a public health threat and contributes to the declining health of our ocean systems. Coastal Cleanup Day is a major part of an International Coastal Cleanup that includes all 50 states and over 100 countries worldwide, making it one of the world's largest volunteer events. ILACSD and Coastkeeper respectfully request that you consider supporting the community and the environment by becoming a Sponsor of California Coastal Cleanup Day.

| Sponsorship Benefits | Gray Whale (Title) Sponsor <i>\$15,000</i> | Albatross Sponsor <i>\$10,000</i> | California Sea Lion Sponsor <i>\$5,000</i> | Sea Star Sponsor <i>\$2,500</i> | Garibaldi (single site) Sponsor <i>\$1,000</i> |
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| Title Sponsor, including prominent placement in all event materials. | ✓ | | | | |
| Opportunity for company representative to speak at press conference (at media site). Placement of company banner and/or signage at media site. | ✓ | ✓ | | | |
| Booth/display space at media site or cleanup site of choice (pending site availability). Opportunity to distribute company's product to over 5,000 event volunteers. | ✓ | ✓ | | | |
| Placement of company name/logo on: <ul style="list-style-type: none"> o 1,000 CCD posters that will be distributed to ~50 site captains and placed at key locations throughout San Diego County* o 250 CCD t-shirts that will be distributed to cleanup volunteers* <i>Must have confirmation by May 15!</i> | ✓ | ✓ | ✓ | | |
| Placement of company name/logo on posters at ~50 inland and coastal cleanup sites* | ✓ | ✓ | ✓ | | |
| Placement of company name/logo on 5,000 event fliers & on sponsorship banner at media site | ✓ | ✓ | ✓ | ✓ | |
| Your company's volunteer team participation at site of your choice (based on availability) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Placement of company name/logo on San Diego CCD website (with links from ILACSD & SDCK); and inclusion in pre and post-event news releases (3) and email alerts/newsletters sent to over 15,000 supporters | ✓ | ✓ | ✓ | ✓ | ✓ |