



10th Annual Creek to Bay Cleanup

Saturday, April 28, 2012

Empowering San Diegans to take an active role in preserving the local environment.

www.creektobay.org

2012 Partnership Opportunities

Started in 2003 by the region's oldest environmental nonprofit, I Love A Clean San Diego, the Creek to Bay Cleanup has grown into one of the largest environmental volunteer events of the year. Over the past nine years, 32,607 volunteers have participated in this effort - resulting in the removal of 1.3 million pounds of debris from San Diego County locations.

The Creek to Bay Cleanup is about taking personal responsibility for the state of our local environment and the health of our communities. It's more than just litigation or advocacy, it's something that anyone and everyone can participate in.

I Love A Clean San Diego requests your support in our efforts to protect San Diego's unique environment for future generations. By becoming a partner for the 10th Annual Creek to Bay Cleanup, you will show your dedication to San Diego's community enhancement.

Support the Creek to Bay Cleanup today!

**MAKE YOUR MORNING COUNT
at the Creek to Bay Cleanup.**



Event Information

WHO IS I LOVE A CLEAN SAN DIEGO?

I Love A Clean San Diego is a pioneering leader in encouraging environmental awareness close to home. Founded in 1954, ILACSD began by fighting litter. Today, ILACSD is the go-to organization for programs that enhance the quality of life in San Diego by caring for the natural environment. Known best for successful beach cleanups, ILACSD currently spearheads a spectrum of environmental education & pollution prevention initiatives.

WHAT IS THE CREEK TO BAY CLEANUP?

The Creek to Bay Cleanup is a comprehensive cleanup event and awareness campaign boasting more than 75 sites throughout San Diego County. 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.

WHO ATTENDS THE CREEK TO BAY CLEANUP?

Last year, more than 5,300 dedicated volunteers participated in the event, cleaning up in excess of 170 miles of shoreline and inland areas at 75 sites. The 2011 event broke volunteer records and spanned miles more than ever before. Volunteers include families, corporate volunteer teams, community organizations, elected officials, scout troops and residents countywide. I Love A Clean San Diego anticipates an even bigger turnout in 2012.



Sponsorship Benefits

Benefits of Sponsorship	Presenting Sponsor (Exclusive)	Countywide Sponsor (Limited)	Regional Sponsor	Watershed Sponsor	Community Sponsor	Site Sponsor
The 10 th Annual Creek to Bay Cleanup Presented by "Your Company's Name Here"	√					
Leading name and/or logo placement in all Creek to Bay Cleanup advertising and promotion	√					
Company recognition during press conference (at media site)	√	√				
Logo on SignonSanDiego.com web ad	√	√				
Booth/display space at media site or cleanup site of choice (pending availability)	√	√	√			
Placement of company banner/signage at media site	√	√	√			
Name or logo on 200 site captain t-shirts	<i>Logo</i>	<i>Logo</i>	<i>Name</i>			
Logo on signage at ~75 cleanup sites	<i>Logo</i>	<i>Logo</i>	<i>Name</i>	<i>Name</i>		
Name or logo on approximately on 5,000 event flyers & 750 event posters	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>		
Opportunity to receive pre-event environmental education presentation	√	√	√	√	√	
Logo & hyperlink on Creek to Bay website for one year (www.creektobay.org) and recognition on ILACSD social media sites	√	√	√	√	√	√
Company name in an ILACSD print publication and email newsletter reaching more than 12,000 San Diegans	√	√	√	√	√	√
Opportunities for corporate volunteer teams	√	√	√	√	√	√
Promotional opportunities with local dignitaries, media outlets, businesses and the community	√	√	√	√	√	√
	\$30,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000

To learn more about how your organization can support the 10th Annual Creek to Bay Cleanup, please contact Morgan Justice-Black, Director of Development & Marketing at 619.704.2772 or mjusticeblack@cleansd.org.