

EARTH DAY & ECOFEST

Pacific Beach Coalition Sponsor Packet 2019



Taking Action, Educating and Inspiring Since 1997

We have exciting news to share with you. On January 1st, 2019 the Pacific Beach Coalition received its own 501(c)(3) status and as of February 9th we will be changing our name to **Pacific Beach Coalition** to reflect the Pacific Ocean that we work so hard to protect and preserve. We are the same organization reaching for the same mission but we are now our own entity and no longer a project of Pacifica's Environmental Family.



















We All Need A Little Kelp

As you may know, the Pacific Beach Coalition featured the Sea Star in 2018 as our annual Earth Day honoree. We are proud to announce that 2019 will be the year of the KELP! Our first honoree species of the plant order! Please mark your calendars and plan to join us for Earth Day on Saturday, April 27th, 2019. And we can use your help to not only continue our work but to grow the impact in communities all over the Bay Area. Yes, every beach deserves a stewardship team.

Can we again count on your sponsorship to bring our **15th Earth Day of Action & EcoFest** event to Pacifica and the Bay Area? And as we strive to grow the impact of our organization and the event, is it possible to reach as high as possible in the level of your sponsorship? This funding helps us engage and educate volunteers all year long!

Earth Day of Action and EcoFest are PBC's biggest events of the year where over 2,000 volunteers come clean our beaches, streets, parks and neighborhood and restore the native habitat. After the action, 5,500+ individuals and families come to the EcoFest to learn about green businesses and organizations and to participate in educational activities. The Pacific Beach Coalition offers your company a one-of-a-kind opportunity to put your brand in front of thousands to see and to have your logo associated with an educative and trash free event! Become a 2019 sponsor and invest in a greater, cleaner tomorrow.

Please review and confirm your level of sponsorship.

Sponsorship Benefits by Levels	BLUE WHALE (\$10,000)	SHARK (\$5,000)	SEA LION (\$2,500)	SEA STAR (\$1,000)
Featured on our website home page (3,500 unique visitors / month)				
Invitation to our Earth Day VIP Tour				
Special recognition across our Social Media platforms (3,000 followers)				
Exclusive logo placement promotional materials including posters, flyers & postcards (50,000 ppl)				
Logo placement Pacifica and HMB Magazines (20,000 ppl)				
Logo placement on our Earth Day and EcoFest newsletters (8,000 ppl)				
Tabling space at the Earth Day Celebration (5,500 ppl)				
Name and hyperlink on our EcoFest and donor webpages (3,000 views)				
Prominent signage placement and verbal acknowledgement at:	Earth Day, EcoFest and Coastal Cleanup Day Celebration (11,000 ppl)	Earth Day and EcoFest (7,500 ppl)	Earth Day and EcoFest (7,500 ppl)	Earth Day and EcoFest (7,500 ppl)

Thank you for communicating your interest to Paula at Paula@pacificabeachcoalition.org with your level of sponsorship and when possible, mail your check, made payable to **Pacific Beach Coalition** to Pacific Beach Coalition, Attn: Lynn Adams, PO Box 932, Pacifica, CA 94044.

We look forward to another successful year of collaboration.

On behalf of all of us at the PBC, thank you for your continued support and considering all of the exciting and meaningful ways to support the event and programs of 2019.

PBC 2018 Accomplishments Thanks To Our Sponsors, Donors, & Volunteers

188K Cigarette Butts - **16,933** lbs of Trash - **2,681** lbs of Recycle - **50,796** lbs of Green Waste
14,352 Volunteers - **1,100** Corporate Volunteers participate in Team Building Efforts

Our Actions & Field Programs

Earth Day of Action:

- 1,698 Volunteers
- 14,873 Cigarette Butts
- 3,588 lbs of Trash
- 786 lbs of Recycle
- 3,886 lbs of Green Waste
- Stainless straws given as the 2018 Earth Day giveaway

EcoFest – Sea Stars, Sea Change:

- Edward Humes, author of Garbology & Rob Cala spoke
- Live music Frankie and the Pool Boys
- Amazing EcoFEST featuring a Plastic Coral and 52 eco booths
- 5,500 attendants

Adopt-a-Beach:

- 7 beach cleanups organized every month
- Involving and educating 20 to 100 people each weekend
- Removing between 20 lbs to 300 lbs of trash at each cleanup
- Recruited a new team of volunteers for Esplanade Beach & district
- Recruited highly motivated Junior Site Captains

Habitat Restoration:

- Plant 1000 plants on Linda Mar Beach
- Restoring Coastal Trail - Linda Mar Beach to Rockaway
- Planted 4 switchbacks on the Rockaway side
- Sheet mulched huge areas along the coastal trail with wood chips to restore the soil
- Removed acres of thistle at Rockaway and on the Headland
- Mulch to minimize weeds from growing back

Our Education Program

- Earth Day School Assemblies: Organized assemblies for 21 schools with speakers engaging 7,500 students and teachers
- For Teachers: Built a teacher Toolkit to educate students about the sea stars
- Lecture Series: Organized a free community event to talk about the Sea Stars and educated 100 people
- In the News: Featured in the Half Moon Bay and Pacifica Review Magazines, once about the Sea Stars and a second time featuring Jeff and Paxton, Mussel Rock Earth Heroes about plastics in the ocean