



Save Our Shores  
345 Lake Avenue, Suite A  
Santa Cruz, CA 95062-4600  
(831) 462-5660

Summer 2021

Dear Community Organizations,

On September 18th, Save Our Shores will once again host the largest cleanup event of the year – [Annual Coastal Cleanup \(ACC\)](#). ACC is our regional name for International Coastal Cleanup (ICC) day, which is organized and hosted worldwide by the Ocean Conservancy and coordinated throughout California by the California Coastal Commission (CCC). Since Save Our Shores began organizing ACC, locally, in collaboration with the CCC, we have cleaned 65 - 80 beaches, river levees, slough sites, and coastal parks on that day each year. This year we hope to recruit enough site captains and volunteers to clean 60+ sites and have begun our outreach process.

Based on an average cost of \$550 per beach cleanup, ACC will cost SOS \$38,500 to cover the 70 sites. This cost includes replenishing supplies, organizing supplies for each site captain, conducting two site captain training events, promoting and marketing the event and staff time on the cleanup day. Most of this money comes out of SOS general operating support, which does not include our restricted funds from our grants and contracts. So, it is a major line-item expense for us, which we try to offset with sponsorship from our corporate and government partners.

We are hoping you will choose to sponsor ACC this year. See reverse for a list of sponsorship levels and benefits. Note that we are also happy to work with you to customize a sponsorship that will provide your organization with the greatest value and benefit for your business.

**Please note:** If you would like your logo included on the official *Annual Coastal Cleanup 2021 posters* which will be distributed throughout Santa Cruz and Monterey Counties, we will need confirmation of your sponsorship no later than **Monday, August 16<sup>th</sup>**.

We thank you in advance for considering our request and truly appreciate your generosity.

Sincerely,

A handwritten signature in black ink that reads "Gail McNulty".

Gail McNulty, Sr. Manager for Communications & Climate Action



# ANNUAL COASTAL CLEANUP 2021

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## **\$5,000 Sponsorship**

- A branded statement about why you are sponsoring Annual Coastal Cleanup 2021 at the top of our ACC webpage & in at least two eBlasts to 7000 Save Our Shores subscribers
- A dedicated thank you to your company on Facebook, Instagram, and Twitter
- A prominent position on thank you ads to be placed in both Santa Cruz and Monterey County print media
- Your logo in our Sponsor gratitude post on Facebook, Instagram, and Twitter

## **\$2,500 Sponsorship**

- A branded statement about why you are sponsoring Annual Coastal Cleanup 2021 in at least two eBlasts to 7000 Save Our Shores subscribers
- A dedicated thank you to your company on Facebook, Instagram, and Twitter
- Inclusion on thank you ads to be placed in both Santa Cruz and Monterey County print media
- Your logo in our Sponsor gratitude post on Facebook, Instagram, and Twitter

## **\$1,000 Sponsorship**

- A dedicated thank you to your company on Facebook, Instagram, and Twitter
- Thank you to your company with clickable logo on our Annual Coastal Cleanup webpage
- Your logo in our Sponsor gratitude post on Facebook, Instagram, and Twitter.

## **\$500 Sponsorship**

- Thank you to your company with clickable logo on our Annual Coastal Cleanup webpage
- Your logo in our Sponsor gratitude post on Facebook, Instagram, and Twitter.

## **Impact Based Challenge Sponsorship (Metric Based)**

1. Set a cap on the total value of your sponsorship, e.g., \$1,000, \$5,000, \$10,000 or more.
2. Agree to contribute based on the following impact scale.
  - Number of items collected - \$20 per every 50 pieces
  - Number of total volunteers - \$2 per volunteer
  - Number of miles covered/cleaned - \$5 per mile.
3. Give us contact info for your sponsorship point person and share your sponsorship cap.
4. Make your payment to Save Our Shores, after we share the results and statistics.

In recognition you will receive the above benefits that most closely align with the sponsorship cap you set.

## **Customized to Provide YOUR business the Most Value for your Support**

Please contact: Katherine O'Dea – [katherine@saveourshores.org](mailto:katherine@saveourshores.org)