

Heal the Bay

# Coastal Cleanup Day

Los Angeles County

SATURDAY, SEPTEMBER 23, 2023

9AM - NOON





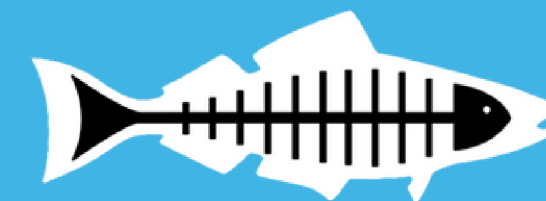
For more than 30 years, Heal the Bay has proudly coordinated Coastal Cleanup Day activities for tens of thousands of volunteers throughout Los Angeles County!



On September 23, 2023, Heal the Bay will once again host more than 50 community cleanups across Los Angeles County and along California Coast including the Santa Monica Bay.

# MAKE AN IMPACT

TAKE PART IN COASTAL  
CLEANUP DAY 2023  
WITH HEAL THE BAY  
THIS SEPTEMBER.



Volunteers work alongside family, friends, and colleagues to remove ocean-bound trash from inland sites, local beaches, and waterways. The Trash Data collected by volunteers directly supports Heal the Bay's vital environmental advocacy work!





# Watershed Defender \$10,000 Sponsorship



Brand activation: Booth (12x12 max) and brand signage at one Coastal Cleanup Day cleanup site. Sponsor is responsible for booth/materials.

Provide sustainable product samples for hundreds of attendees (at the discretion of Heal the Bay and in compliance with event permits).

Name and logo recognition on all digital messaging promoting the sponsored event.

Name and logo recognition in 3x social media posts (1x Instagram, 1x Facebook, 1x Twitter) thanking your brand as an event sponsor.

Prominent name and logo recognition on event registration page.

Name and logo in 1x volunteer alert and 1x Blue Newsletter (55,000 email subscribers) thanking your brand as an event sponsor.

Name recognition in Heal the Bay's Annual Report and Digital Donor Wall at the Heal the Bay Aquarium.

Opportunity for employee enrichment upon request (Heal the Bay's Speakers Bureau)



# Coast Keeper \$5,000 Sponsorship

Name and logo recognition on all digital messaging promoting the sponsored event (e.g., media release).

Name and logo recognition in 3x social media posts (1x Instagram, 1x Facebook, 1x Twitter) thanking your brand as an event sponsor.

Prominent name and logo recognition on event registration page.

Name and logo in 1x volunteer alert and 1x Blue Newsletter (55,000 email subscribers) thanking your brand as an event sponsor.

Name recognition in Heal the Bay's Annual Report and Digital Donor Wall at the Heal the Bay Aquarium.







# Bay Guardian \$2,500 Sponsorship

Name and logo recognition in 3x social media posts (1x Instagram, 1x Facebook, 1x Twitter) thanking your brand as an event sponsor.

Name and logo recognition on event registration page.

Name recognition in Heal the Bay's Annual Report and Digital Donor Wall at the Heal the Bay Aquarium



# Coastal Cleanup Education Day

On September 20, 2023, Heal the Bay will kick off Coastal Cleanup week by hosting 500 Los Angeles County-based students from Title 1 schools for a day of fun and learning at our Heal the Bay Aquarium and on the beach just outside the facility's doors.

Visiting students participate in a hands-on beach cleanup and learn about pollution and the marine environment through exciting games, lessons, and activities tailored just for them!

\*Please ask us about sponsorship opportunities for this unique event.





# WHO FOLLOWS HEAL THE BAY

## AGES 18-34

46% of our audience is age 34 or younger, across our social media platforms.

## FEMALE IDENTIFYING

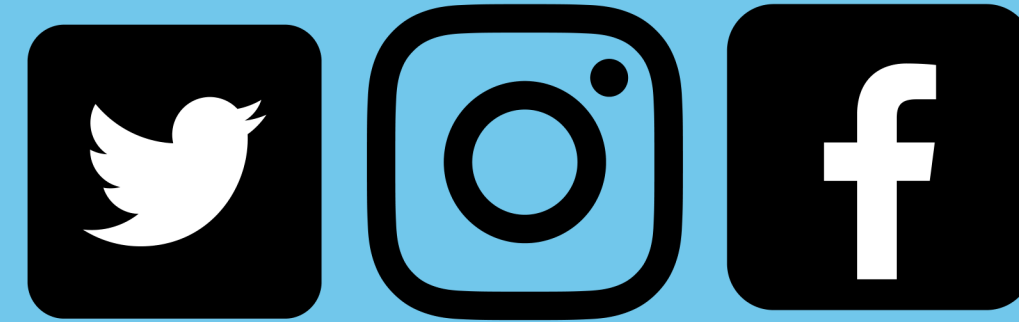
58% of our audience identifies as female, across all platforms.

## LOCAL

Most of our audience is based in Los Angeles, and more broadly Southern California.

## SUSTAINABLY-MINDED

Our audience cares deeply about clean water and protecting the environment.



> 138K Followers





**SUPPORTING OUR MISSION** CAN HELP YOUR BRAND FULFILL ITS COMMITMENT TO  
MAKING THE WORLD A BETTER PLACE.

**NOW MORE THAN EVER CUSTOMERS WANT TO SUPPORT BRANDS THAT INCLUDE  
SUSTAINABILITY AMONG THEIR CORPORATE VALUES AND UNDERSTAND THE  
IMPORTANCE OF PROTECTING THE ENVIRONMENT.**

**4.1X**

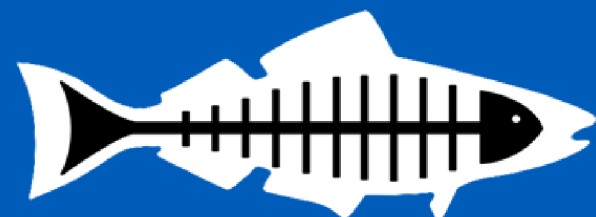
Consumers are 4.1x  
more likely to trust a  
company when they  
believe they have a  
strong purpose.

**90%**

More than 90% of  
consumers want  
companies to  
support social or  
environmental issues.

**1 IN 5**

One in five  
consumers are  
willing to pay more  
for a cause-related  
product.



1 - <https://www.zenogroup.com/insights/2020-zeno-strength-purpose>

2 - <https://www.conecomm.com/research-blog/2013-cone-communications-social-impact-study>

3 - <https://www.conecomm.com/research-blog/2010-cause-evolution-study>



# Contact

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**Thank you for your partnership!**

