

HEAL THE BAY

NOTHIN'
BUT SAND

SPONSORSHIP GUIDE

WHAT WE DO

Nothin' But Sand is Heal the Bay's popular beach cleanup program that takes place on the third Saturday of the month. It is a unique opportunity for individuals, households, and friends to protect Santa Monica Bay, learn about ocean pollution, and be part of the solution.



WHY WE DO IT

Participating in Nothin' But Sand not only reduces trash on local beaches, ongoing efforts increase awareness about the leading sources of pollution and help to inform our advocacy work. Join us in taking action!

500 Volunteers

The average number of Nothin' But Sand volunteers per cleanup.



SPONSORSHIP PACKAGES



THE OCTOPUS

\$10,000



- **Brand activation: Booth (12x12 max) and brand signage at one Nothin' But Sand beach cleanup.**
- **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 program).**

THE GARIBALDI \$5,000



- 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.

THE SEAHORSE \$2,500



- 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.

THE BEACHES

Zuma Beach

Topanga Beach

Will Rogers State Beach

Redondo Beach

Venice Beach

Dockweiler Beach

Manhattan Beach

Hermosa Beach

Santa Monica State Beach (Pier)

Torrance Beach

Cabrillo Beach

WHO FOLLOWS HEAL THE BAY

AGES 18-34

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

FEMALE IDENTIFYING

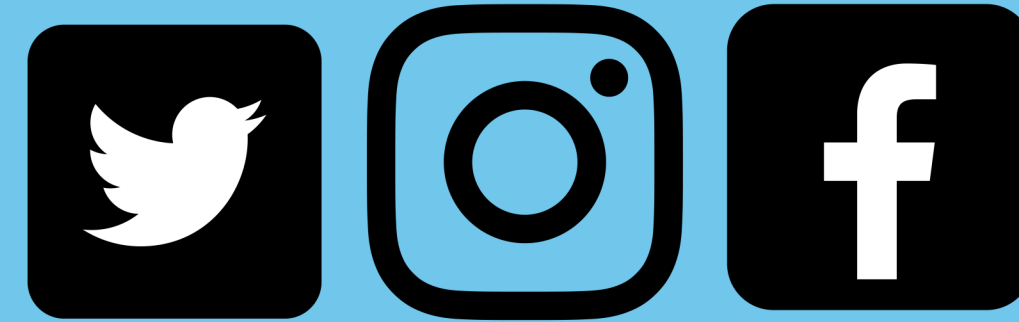
58% of our audience identifies as female, across all platforms.

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

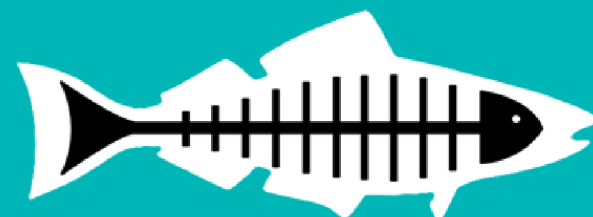
Consumers are 4.1x
more likely to trust a
company when they
believe they have a
strong purpose.

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>



Sheila McSherry
Associate Director of Development

Email: smcsherry@healthebay.org

We'll SEA you on the SAND!