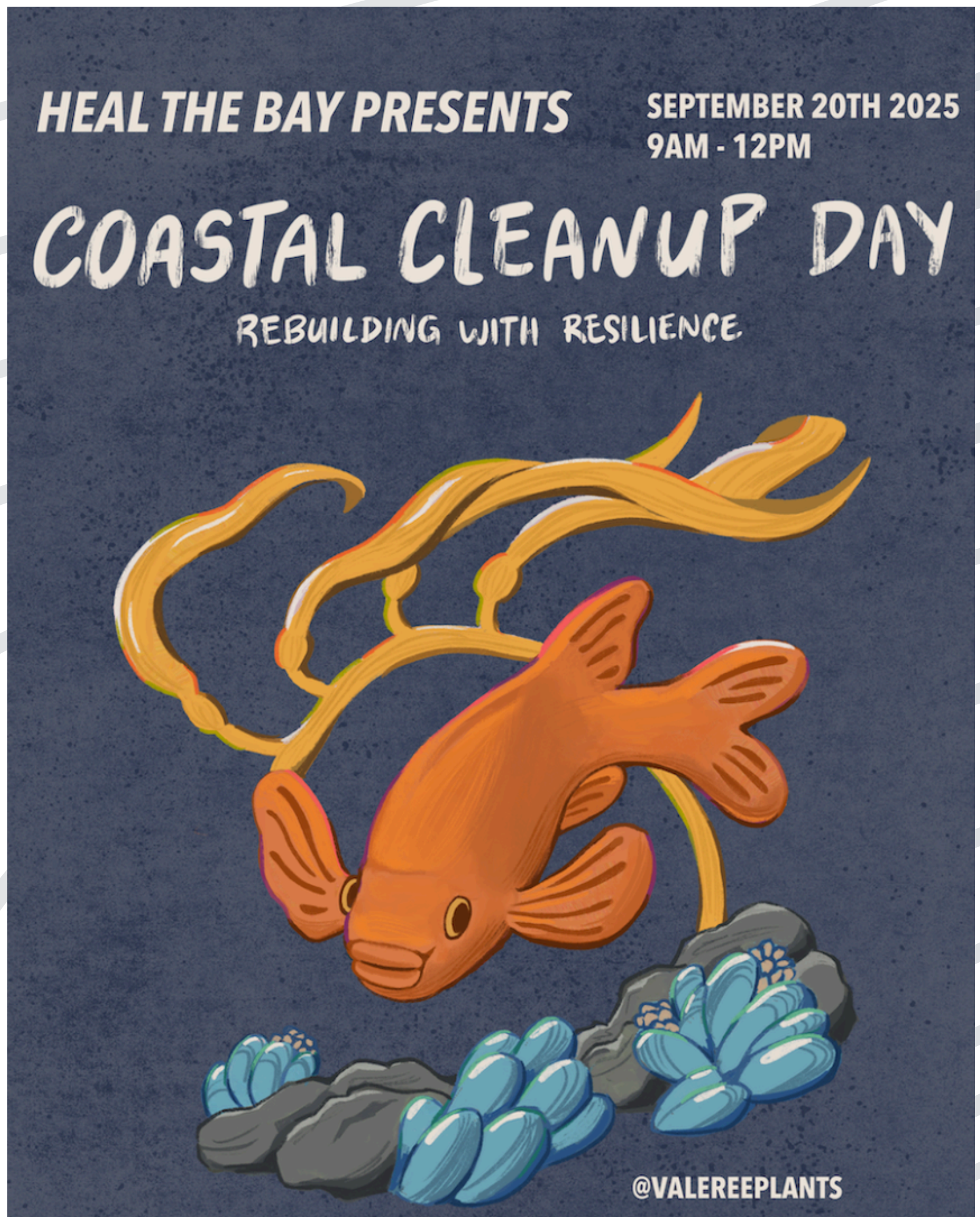


Heal the Bay

Coastal Cleanup Day

Los Angeles County

2025 Sponsorship Packages



For 36 years, Heal the Bay has proudly coordinated Coastal Cleanup Day activities for tens of thousands of volunteers throughout Los Angeles County!



On September 20, 2025, Heal the Bay will host more than 70 inland and coastal cleanups throughout the region.

MAKE AN IMPACT WITH YOUR BRAND

TAKE PART IN COASTAL
CLEANUP DAY 2025
WITH HEAL THE BAY

Approximately 10,000 volunteers will work alongside family, friends, and colleagues to remove ocean-bound trash from inland sites, local beaches, and waterways. The trash data directly supports Heal the Bay's vital environmental advocacy work!



Coastal Cleanup Day 2024 Impact

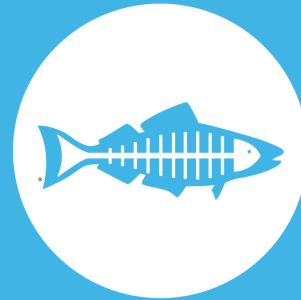
Los Angeles County

62 Cleanup Sites

6,983 volunteers

18,296 pounds of trash

913.5 pounds of recyclables



Coastal Resiliency Champion

\$25,000

Includes all Community Activator benefits, plus:



- Exclusive Title Sponsorship Recognition: Name and logo featured prominently across all digital messaging promoting the event.
- Double Activation: Booth and signage at two cleanup sites plus activation at the official post-event Appreciation Event (option for two booths at one location).
- Aquarium Admission Benefit: Free public admission to the Heal the Bay Aquarium during Coastal Cleanup Day weekend.
- Opportunity to provide sustainable product samples to thousands of attendees (pending Heal the Bay approval and permit compliance).
- Extended Recognition:
 - Name and logo recognition in five (5) social media posts, including one dedicated grid post.
 - Year-round listing as a Heal the Bay Partner on our Partners landing page.
 - Employee Enrichment Package: Includes one bespoke Suits on the Sand beach cleanup session and a Behind-the-Scenes Aquarium Tour for up to 25 guests.
 - Digital Journal Ad at Heal the Bay's 40th Anniversary Gala (September 11) – \$5,000 value included.

Community Activist \$10,000

Includes all Watershed Defender benefits, plus:

- Brand Activation Booth (12x12 max): Host a branded booth and display signage at one cleanup site (sponsor provides booth and materials).
- Opportunity to provide sustainable product samples to hundreds of attendees (pending Heal the Bay approval and permit compliance).
- Employee Enrichment Opportunity: Request a session with Heal the Bay's Speakers Bureau for your team.



Watershed Defender \$7,500

Includes all Coast Keeper benefits, plus:

- Photo Op & Signage Activation: Feature your brand with a custom photo station at one cleanup site (sponsor provides signage and photography logistics).
- Highlighted feature in the Coastal Cleanup Day Wrap-Up Report shared with stakeholders and participants.



Coast Keeper \$5,000

Includes all Bay Guardian benefits, plus:

- Name and logo recognition on the Coastal Cleanup Day registration page.
- Name and logo recognition in all digital messaging promoting the event (e.g., press releases).
- Three (3) social media posts thanking your brand as an event sponsor. (163,000 followers)
- Name and logo recognition in one (1) Volunteer Alert and one (1) Blue Newsletter (60,000+ subscribers).



Bay Guardian \$2,500

- Name and logo recognition on the printed Coastal Cleanup Day sponsor poster.
- Name and logo recognition on Heal the Bay's Coastal Cleanup Day event calendar page.
- Name recognition in Heal the Bay's Annual Report and on the Digital Donor Wall at the Heal the Bay Aquarium.



Popular Activation Sites

70+ cleanup sites to choose from (and counting!)

Activate at your selection of coastal, watercraft, underwater, and restoration sites:

Themed Sites:

Santa Monica Pier 1550: Flagship location, live art installations, media coverage

Venice Beach Tower 18/Skate Park: Skate & Clean

Venice Beach (South Pier): Surf & Paddle Out

Toes Beach: Lunch with a Marine Biologist

Malibu Surfrider- Resilience and Love

Compton Creek - Jazz & Community: Community centered inland site

Redondo Beach Pier: Fishing for the Future: Family Friendly fishing demo with CA Dept. of Fish & Wildlife

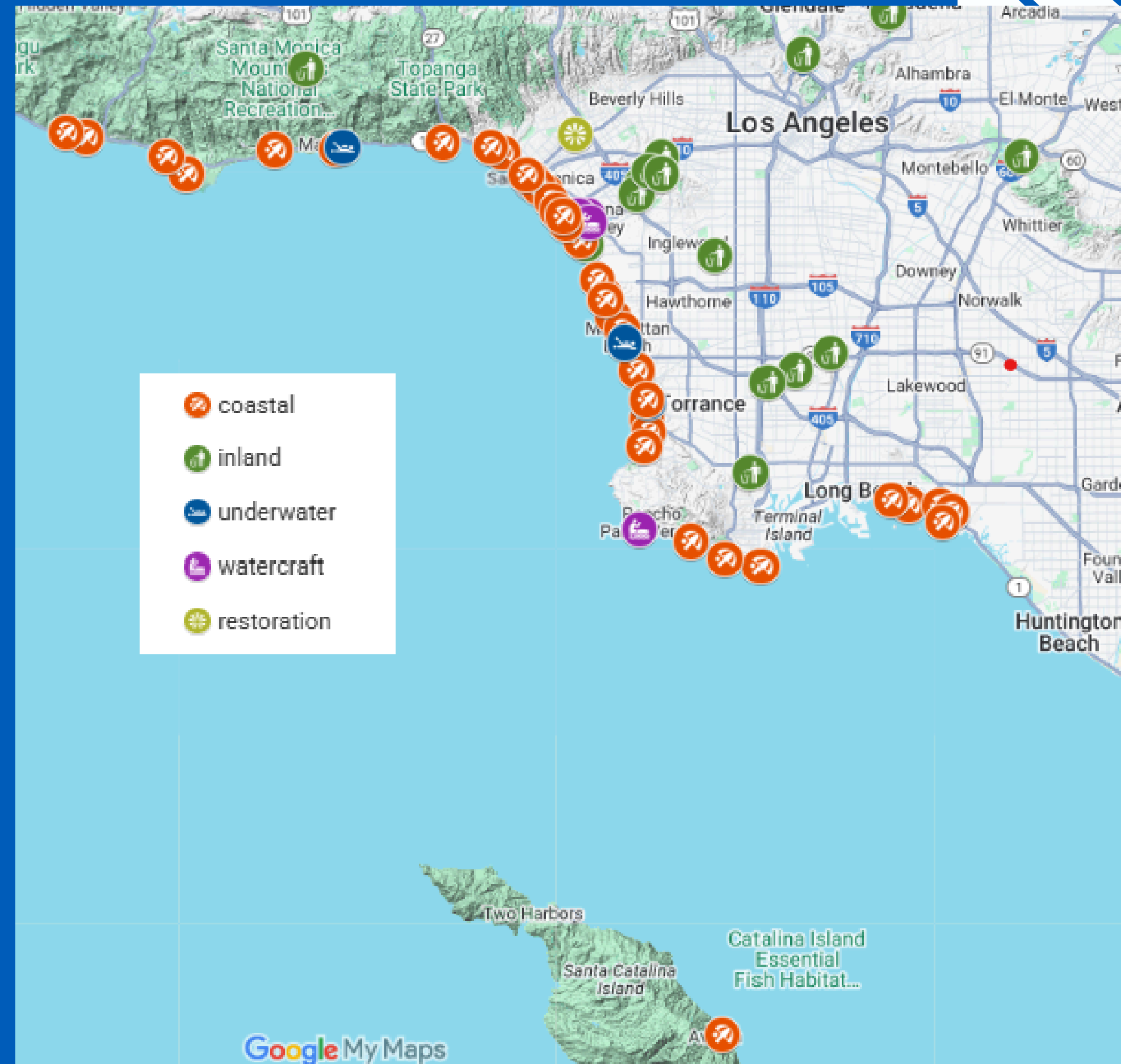
Additional Popular Sites for Activations:

Torrance Beach

Manhattan Beach

Manhattan Pier

Dockweiler: One of our largest sites, prime for raffles and premier visibility



Coastal Cleanup Education Day

On September 16, 2025, 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 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.*



WE MADE AN IMPRESSION

171,500,000

Total Coastal Cleanup Day
2024 Media Impressions

@HealtheBay



> 165K Followers



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



AUTHENTICITY

4.1X

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

SUSTAINABILITY

90%

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

CONNECTION

1 IN 5

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

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



SHARE YOUR COMMITMENT TO THE ENVIRONMENT
WITH YOUR CUSTOMER BASE FROM SUMMIT TO SEA.

Contact

Alexandra Babcock

Senior Development Specialist

Email: ababcock@healthebay.org

#StrongerTogether

