



**Join Us in Celebrating our 54th Year!**



# You're Invited to be an Earth Day VIP ~ A Very Important Part

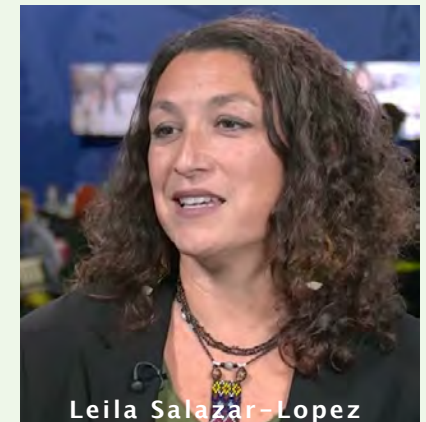
Earth Day San Francisco has evolved into one of the most influential and highly-publicized Earth Day events in the nation. A Sponsorship is a unique opportunity to inform Earth Day participants of your commitment to environmental awareness and sustainable business practices.

With a proven track record of focusing on the urgency and necessity of eco-activism on both a global and local scale, this iconic event brings together a diverse roster of passionate people and causes.

Earth Day San Francisco gathers green industry and civic leaders, dynamic and diverse speakers, earth-friendly products, talented artisans, designers of sustainable fashion, electric vehicle manufacturers, solar and alternative energy companies, and interactive age-inclusive experiences to provide a fully immersive experience.



Senator Mark Leno



Leila Salazar-Lopez

As a Highly Valued Sponsor of Earth Day SF, your business will be provided with a lively indoor/outdoor venue that effectively expands your marketing reach. Most sponsors continue to tout their support of Earth Day long after the event. Our venue for 2024 is The New Farm

Our unique branding opportunities offer exposure to the diverse demographic of the Bay Area, while placing you at the forefront of the continuously developing green economy.

Join us as we put forth this timely event in the City celebrating sustainability!

## Earth Day's Historic Significance

In 1969, Wisconsin Senator Gaylord Nelson had the idea for Earth Day while reading about the student led anti-war movement. The day dedicated to protecting and preserving 'Mother Earth' was April 22, 1970, and is credited as launching the modern environmental movement.

The inaugural Earth Day was so successful that both political parties embraced environmental awareness at the time. The Endangered Species Act, the National Environment Policy Act, the Clean Air and Clean Water Acts, all have their roots in the first Earth Day.

To date, Earth Day has enlisted 22,000 partners in 90 countries to mobilize the environment movement. Now over 1 billion people participate in Earth Day, making it the world's largest civic observance.



Earth Day has always been a historic movement, when the world is calling for creativity, innovation, and the bravery needed to meet this very real climate crisis and seize the enormous opportunities of a zero-carbon culture. We know you agree and feel the same!

## The Time is Now

It's clear that climate change represents the biggest challenge to the future of humanity. We are threatening the very life-support systems that make our world habitable. Global conflicts are inflicting devastating environmental damage. As the world's population steps up with an urgent and clear conviction for essential change—we will still be facing unprecedented catastrophes and extreme consequences.

The good news is that we still have time to take the necessary steps via innovation, technology and sustainable lifestyles. Change is coming and we are the change!

## Earth Day San Francisco Venue

The New Farm is a volunteer-run community center for environmental education and cultural programming. It's run by people who are helping the Bay Area become more ecologically resilient.

Their location at 10 Cargo Way is surrounded by the rarity of urban open space at Heron's Head Park and the San Francisco Eco Center.



The New Farm's mission is to provide free environmental education as well as free cultural programming and artistic development on industrial land we lease from the Port of San Francisco.

As an article at [SFGate.com](http://SFGate.com) states, this cool music venue is also a farm. It's a testament to the alternative lifestyles of an earlier San Francisco, one that had space for artists and creators and those looking to live a little differently.



The New Farm was born out of a lot of elbow grease, community coordination and the dream of a communal gathering place for children, adults, musicians, artists and locals.

The Green City Project operates The New Farm in San Francisco's Bayview Hunters Point. Green City Project was born as a program by environmental movement leaders Peter Berg and Judy Goldhaft, founders of the [Planet Drum Foundation](http://PlanetDrumFoundation.org).





## **Earth Day San Francisco is committed to the Green Mobility Movement.**

We have showcased the latest models of EVs, E-bikes, scooters, and even skateboards. Our goal is to share new options for transit, commuting and recreation. California designers and engineers have always been at the forefront of conceptualizing efficient and environmentally-friendly vehicles. Yes, there are challenges associated with sustainable mobility, but we can solve them together!



## Arts & Culture

Earth Day SF delivers local and national music performers attracting large and diverse audiences.

Our eclectic programming attracts insightful, environmentally-focused artists and artwork. This year's highlights will provide an immersive experience, including eco-film screenings, an eco-fashion show, and local fan-favorite food trucks. There will be much more to announce before the event.

Our music stage in 2023 featured jazz with The Levitation Quartet, and Karl Perazzo, a percussionist with the Carlos Santana Band. 2024 promises more Psychedelic, Funk, Rock, and Global beats, including the return of the Sunshine Garcia Band and Zydeco favorite Andre Thierry. Newly added is the Latin Jazz Youth Ensemble.



Dolores Huerta



Bill McKibben

## Dynamic Keynote Speakers

We promote public engagement with many causes and solution-based actions at our Eco Teach-Ins. We welcome your voice and viewpoints!

Past speakers include:

- Cheryl Zuur of the **Ukraine Solidarity Network**
- **State Senator** Mark Leno
- Bill McKibben, author, educator and found of the 350.org Movement
- Dolores Huerta, labor leader and founder of the **Farm Workers** movement
- Leila Salazar-Lopez, Executive Director of **Amazon Watch**
- Dan Flanagan, Executive Director of **Friends of the Urban Forest**.

# Sponsorship Opportunities

Earth Day SF rights and benefits are tailored directly to your priorities, with **customized participation levels available**. They may include the following:

## Visionary ~ Presenting

- Premium Presenting Sponsor exhibit space of 10'x30'
- Presenting Sponsor logo on Earth Day SF marketing materials, including a collector's item poster
- Main stage naming rights w/banners
- Sponsor logo on Earth Day SF website
- Sponsor video content on Earth Day SF site
- Photo opportunities at Press Booth
- Main Stage mentions during event (3)
- Sponsor banners in prominent locations (4)
- 4 Social Media posts on 3 channels: FB & IG
- 2 Blog posts
- VIP tickets (30)

**Investment: \$25,000**

## Redwood

- Premium Sponsor exhibit space of 10'x30'
- Sponsor Logo on marketing materials, including a collector's item poster
- Sponsor logo on Earth Day SF website
- Sponsor video content on Earth Day SF website
- Photo opportunities at Press Booth
- Main Stage mentions during event (2)
- Sponsor banners in prominent locations (2)
- 3 Social Media posts on 3 channels: FB & IG
- 2 Blog posts
- VIP tickets (25)

**Investment: \$15,000**

Earth Day SF

## Community Builder

- Premium Sponsor exhibit space (10'x20')
- Sponsor logo on Earth Day SF marketing materials including collectible poster
- Sponsor logo on Earth Day SF website
- Sponsor video content on Earth Day SF site
- Main Stage mentions during event (2)
- Sponsor banners in prominent locations(2)
- 3 Social Media posts on 3 channels: FB & IG
- 2 Blog posts
- VIP Tickets (20)

**Investment: \$10,000**

## Grass Roots

- Premium Sponsor exhibit space of 10'x15'
- Sponsor logo on Earth Day SF marketing materials and website
- Main Stage mention during event (1)
- 1 Sponsor banner in prominent location
- 2 Social Media posts on 3 channels: FB & IG
- 1 Blog post
- VIP Tickets (10)

**Investment: \$5000**

## Seed

- Sponsor exhibit space of 10'x10'
- Sponsor logo on Earth Day SF marketing materials and website
- 1 Sponsor banner placement
- 2 Social Media posts on 3 channels: FB & IG
- VIP Tickets (5)

**Investment: \$2500**



**Thank you from all of us!  
Visit  
[EarthDaySanFrancisco.org](http://EarthDaySanFrancisco.org)**

## Media

Earth Day SF has developed extensive media partnerships including the following. Here also are recent sponsors.



## Additional Partners

SF Giants, SF Park and Rec, SF Department of The Environment, MUNI, and BART.

For our Sponsors, this means opportunity for direct brand interaction. Sponsors have the ability to make an impact on this engaged audience through a day of inspirational and motivational experiences. Our filter for quality and relevance translates into meaningful impressions with the general public.

The [Earth Day SF website](#) is the hub for event news and content. Our presence on major social networks has extensive reach toward our 10,000+ Facebook followers, as a trusted Social Media brand.

Our non-profit fiscal partner, Green City Project, links individuals and groups with community-based ecological activities. Green City is a project of the [Planet Drum Foundation](#), a non-profit ecological education organization.

## Let's Connect

For Sponsorship Opportunities & Speaking Engagements:

Contact Douglas Kolberg,

Producer Phone: 415-602-4926

Email: [EarthDaySF@gmail.com](mailto:EarthDaySF@gmail.com)



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