



ecology center

2017 EVENT SPONSORSHIP

Thank you for considering a sponsorship of the Ecology Center's Friendraiser Brunch! What follows is more information on the event, our organization, and the available benefits and levels of sponsorship.

Sponsoring the Ecology Center is a win-win! Your sponsorship will benefit your business and directly support our vital programs. Not only is your sponsorship largely tax deductible, it is also an excellent way to raise visibility for your business. All attendees at the Ecology Center's Friendraiser Brunch will be people who share a common interest in a sustainable future and a deeply rooted trust in the Ecology Center's values regarding partner businesses. Sponsoring our event is both a tacit and an active endorsement of your business and its practices by one of the most trusted names in the Bay Area environmental community.

We look forward to speaking with you in the days to come and finding ways we can partner together for this celebration. If you have any questions, please contact either:

Jacinda Abcarian, Development Director, (510) 548-2220 x230 or
Martin Bourque, Executive Director, (510) 548-2220 x234
or email sponsor@ecologycenter.org

ABOUT THE FRIENDRAISER BRUNCH

WHEN: Sunday, December 10, 2017
10:00 am – 1:00 pm

WHERE: International House (I-House) at UC Berkeley
2299 Piedmont Avenue
Berkeley, CA 94720

WHO: The brunch will offer a chance for people both new and familiar to the Ecology Center to be stirred by our story and hear from guest speakers who represent our mission.

WHAT: Delight in delicious, seasonal brunch provided by long-time Berkeley Farmers' Market shopper and talented caterer Lucy Aghadjian. Coffee, tea, juice, and mimosas to keep you humming. Brunch options to make vegetarians and vegans smile.

ABOUT THE ECOLOGY CENTER

HISTORY AND MISSION: Founded in 1969, the Ecology Center is a thriving nonprofit organization based in Berkeley, California. We envision a world where human activity nurtures the ecosystems that we all depend on — a world of sustainable cities; empowered, resilient communities; zero waste and zero toxics; equal access to healthy food; environmentally conscious resource use; and a safe and stable climate.

Our mission is to inspire and build a sustainable, healthy, and just future for the East Bay, California, and beyond. We transform the ideals of sustainability into everyday practice. We deliver information you can act on, infrastructure you can count on, and leadership for lasting change.

DEMOGRAPHICS: The Ecology Center serves the entire East Bay with a special emphasis on Berkeley. We have 2,000 current members and a subscriber list of over 8,500 who receive our popular EcoCalendar and Newsletter. Our supporters are primarily from the East Bay and represent every walk of life. Attendees at the Friendraiser Brunch will include local and statewide politicians and appointees, business leaders, academics, and leaders in the environmental and social justice movements.

ECOLOGY CENTER CORE ISSUES:

Food & Farming - creating an alternative food system by supporting small farmers, sustainable agriculture, and increased food access. We run 3 thriving Farmers' Markets and 2 Farm Fresh Choice Produce stands in Berkeley, and lead a statewide program – Market Match – that doubles “food stamps” value at Farmers' Markets across California.

Zero Waste - eliminating pollution by encouraging consumers and pressuring corporations to use less and recycle more. Our recycling program serves 100,000 residents in Berkeley. We partner with other organizations to advance the Break Free from Plastics movement.

Climate Change - protecting the environment through community prevention and resiliency strategies. We lead the Berkeley Climate Action Coalition that promotes community choice energy (CCE), water conservation, urban agriculture, and transportation infrastructure for cyclists, pedestrians, and public transit riders.

Youth Development - cultivating the next generation of leaders through our Youth Environmental Academy – an environmental literacy and job training program for teens and young adults – and our structured, paid youth internship program.

Sustainable Living - offering information and resources that help us reduce our harmful impacts on the environment. We offer a hotline and help desk to address a wide range of environmental concerns raised by our community and provide valuable resources.



2017 EVENT SPONSORSHIP LEVELS & BENEFITS

LEAD SPONSOR – \$10,000

- Exclusive top level name or logo representation in display and on-screen recognition
- Exclusive top level name or logo in all publicity and printed materials
- Verbal acknowledgement during event from the podium
- Full-page ad in program book
- Brunch table for up to 8 guests
- Exclusive top level logo and link on event page on Ecology Center website
- Exclusive top level social media recognition, reaching over 8,500 followers

SPONSOR – \$5,000

- Prominent logo representation in display and on-screen recognition
- Prominent name or logo in all publicity and printed materials
- Brunch table for up to 8 guests
- Half-page ad in program book
- Verbal acknowledgement during event from the podium
- Prominent logo and link on event page on Ecology Center website
- Prominent logo social media recognition, reaching over 8,500 followers

ADVOCATE – \$2,500

- Sponsorship listing of name or logo in all publicity and printed materials
- Shared table for up to 4 guests
- Quarter-page ad in program book
- Verbal acknowledgement during event from the podium
- Logo and link on event page on Ecology Center website
- Logo social media recognition, reaching over 8,500 followers

SUPPORTER – \$1,000

- Sponsorship listing of name in all publicity and printed materials
- 2 seats at shared brunch table
- 1/8 page ad in program book
- Acknowledgement during event's program
- Link on event page
- Logo social media recognition, reaching over 8,500 followers

ACTIVIST – \$500

- Sponsorship listing of name in all publicity and printed materials
- 2 seats at shared brunch table
- Message (10 words) in program book
- Link on event page on Ecology Center website
- Social media mention, reaching over 8,500 followers

FRIEND – \$250

- Sponsorship listing of name in all publicity and printed materials
- 2 seats at shared brunch table
- Name listing in program book
- Link on event page on Ecology Center website
- Social media mention, reaching over 8,500 followers



2017 EVENT SPONSORSHIP PLEDGE

I would like to sponsor at this level:

___ LEAD SPONSOR - \$10,000

___ SUPPORTER - \$1,000

___ SPONSOR - \$5,000

___ ACTIVIST - \$500

___ ADVOCATE - \$2,500

___ FRIEND - \$250

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Representative & Title: _____

Signature: _____ Date: _____

Amount enclosed: \$ _____ Invoice me, we will pay later.

Please circle one: Check Visa MasterCard

Please make check payable to Ecology Center, with "Sponsor" in the memo line.

To make sponsorship payment online, visit: <https://secure.donationpay.org/ecologycenter/> and type "Sponsor" in the text box.

Credit card payment information:

Credit Card number: _____ Exp Date: _____

Name on card: _____ CVV code: _____

Signature: _____

Please return this completed form no later than Friday, November 17, 2017 to:

MAIL: Ecology Center, Attn: Jacinda
2530 San Pablo Ave, Suite H
Berkeley, CA 94702

EMAIL: sponsor@ecologycenter.org

QUESTIONS? Contact Jacinda Abcarian at 510-548-2220 x230

**The Ecology Center is a registered 501c3 nonprofit organization, tax ID number 94-1703351.
All contributions are tax-deductible in the US. Thank you!**