

ABOUT THE 40th ANNIVERSARY EVENT

On April 22, 1970, both the Ecology Center and the Earth Day movement were born. Since then, the Ecology Center has had major impacts at the local, national, and international levels. On April 22, 2010 we will gather with our friends to celebrate all that we have achieved. More importantly, we will look to the future and hear visions for what the next 40 years may hold. ***Which ideas will go mainstream next?***

WHAT: The evening will begin with an intimate wine and hors d'oeuvres reception where the sponsors can meet the evening's speakers and top leaders. The reception is followed by a sit-down buffet dinner in the ballroom. Dinner is catered by the award-winning Hotel Shattuck's *Five*. Executive Chef, Scott Howard, and Chef de Cuisine, Bob Simontacchi, have built their menu around a farm-to-table approach supporting local, sustainable, and organic providers. Ingredients will be sourced from the Ecology Center's Berkeley Farmers' Markets.

WHEN: Thursday, April 22, 2010 - Earth Day 2010
V.I.P. Reception 6:00 pm
Dinner and program 6:30 - 9:00 pm

WHERE: The Hotel Shattuck Plaza in downtown Berkeley
2086 Allston Way
Berkeley, CA

WHO: The evening will include environmental leaders, thinkers, and activists. A program with speakers and a video will run throughout dinner. Additional speakers are pending confirmation. Confirmed speakers include:

- **The Honorable Loni Hancock**, California State Senator District 09
- **The Honorable Tom Bates**, Mayor of Berkeley
- **Mr. Carl Anthony**, founder and former Executive Director of Urban Habitat; former President of Earth Island Institute; former Ford Foundation program officer in the Community and Resource Development unit.
- Video address from **Dennis Hayes**, organizer of the first Earth Day.

WHY SPONSOR? Sponsoring the Ecology Center is a great 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 endorsement of your brand. All attendees at the Ecology Center's 40th Anniversary Dinner will be people who share a common interest in a sustainable future. 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.

Please contact us with your questions regarding sponsorship!

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Martin Bourque, Executive Director, (510) 812-5514, martin@ecologycenter.org



40th ANNIVERSARY SPONSOR BENEFITS

Named Sponsor: "The 40th Anniversary of Earth Day and the Ecology Center, Sponsored by..." For the first time in 40 years, the Ecology Center is extending this rare event-naming opportunity to select supporters. Sponsoring our event will show a strong affiliation between your business and one of the most trusted names in the Bay Area environmental community. This unique opportunity is sure to significantly increase your brand value with our supporters and partners.

Foodie Heaven: The Producer Sponsor receives a private shopping tour of the Ecology Center's Berkeley Farmers' Market with Ben Feldman, Market Manager, and a cooking instruction and dinner preparation with HuNia Bradley, Co-Manager of the Ecology Center's Farm Fresh Choice Program and chef/owner of HuNia's Divine Soul Kitchen. The Ecology Center is in the unique position to give you and your friends/colleagues a concierge shopping experience that will include meeting the farmers and being directed to the freshest produce available that day. Later, HuNia will meet you at your home or office and give you and your friends cooking instruction that ends in a fabulous soul food dinner. (Option to use open until 11/1/10; user purchases produce.)

Friendly Footing: The Producer Sponsorship offers the opportunity for a private Climate Change Action Workshop led by Executive Director, Martin Bourque, in the comfort of your own home or office, and with the friends of your choosing. No matter what the size of your personal or corporate "footprint", this program can help you get it smaller in fun ways that make life more enjoyable. (Option open until 11/1/10.)

Event Banner: Producer Sponsorship includes your name and logo on the large event banner that will be hung on the stage at the dinner, and will be visible behind the prestigious speakers throughout the evening.

Exclusivity Within Industry: Sustainer, Builder, and Producer level sponsors will all receive the added marketing boost of being the only business of their kind featured at the event or on the web pages for the duration of their sponsorships.

Printed Program Messages: 250 commemorative programs will be printed and distributed for the evening. Your celebratory, visionary, or congratulatory message is included with sponsorship. We can assist with your message design.

Sponsor Signs: Posters acknowledging our supporters will be placed throughout the event (entrance, sign-in area, buffet table, and front of stage). We welcome the opportunity to acknowledge you!

Website: The Ecology Center's website gets 30,000 unique visits per month. This is your chance to reach our environmentally focused patrons, through web ads on the Terrain webpages and names, logos, and links on the event webpage.

Tables: Why leave your dinner partners up to the whim of a seating chart? Here's your chance to spend the evening with friends and/or in the company of one of the speakers.

VIP Reception Tickets: Mingle with speakers, special guests, and many other luminaries at the intimate special reception from 6:00-6:30 on April 22, 2010.



SPONSORSHIP BENEFITS for the 40th ANNIVERSARY EVENT

	Producer \$20,000	Builder \$15,000	Sustainer \$10,000	Investor \$5000	Partner \$2500	Supporter \$1500	Friend \$1000- \$750
Name w/ Event Title	YES						
Foodie Heaven	YES						
Friendly Footing	YES						
Event Banner	YES						
Exclusivity within Industry	YES	YES	YES				
Program Message	Full page, first choice location, + 3 signed programs	Full page, inside cover or back cover	Full page, interior	Half page	Quarter page	1/8th page	Name listed
Sponsor Signage	Name & logo with event title at top of list (72pt)	Name & logo at top after Producer level (48pt)	Name & logo after Builder level (36pt)	Name after Sustainer level (28pt)	Name after Investor level (24pt)	Name after Partner level (18pt)	Name after Supporter level (14pt)
Website	Skyscraper ad, 1 year (120x600px) on <i>Terrain</i> webpage	Long button ad, 1 year (120x240px) on <i>Terrain</i> webpage	Long button ad, 6 months (120x240px) on <i>Terrain</i> webpage	Button ad, 6 months (120x90px) on <i>Terrain</i> webpage	Button ad, 3 months (120x90px) on <i>Terrain</i> webpage	Name, logo and link on event webpage	Name and link on event webpage
Tables & Event Tickets	Front table w/ speaker of choice (9 tickets)	Front table w/ assigned speaker (9 tickets)	Middle table (10 tickets)	Middle side table (10 tickets)	Middle back table (10 tickets)	Table (10 tickets)	4-8 tickets
VIP Tickets	9	8	6	6	4	4	2



ABOUT THE ECOLOGY CENTER

DEMOGRAPHICS: The Ecology Center serves the entire East Bay with a special emphasis on Berkeley. We have 2,000 members and 4,500 partners (businesses, organizations, and agencies). Our supporters are from every walk of life and every level of sustainable lifestyle. Attendees at the 40th Anniversary Dinner will include local and statewide politicians and appointees, business leaders, academics, leaders in the movement, and individuals of means.

PROGRAMS: The Ecology Center is a hands-on environmental organization helping to improve the environmental and social impacts of people living in cities. Our programs have been replicated across the globe. The Ecology Center's programs are centered around six major topical areas: Waste, Water, Energy, Toxics, Transportation, and Food. They include:

Berkeley's Curbside Recycling Program, which was the first in the country and now serves 36,000 households each week.

The Berkeley Farmers' Markets, which have been operated by the Center for over 20 years and now serve over 200 independent farmers and 10,000 shoppers each week.

Farm Fresh Choice, which is designed to reduce health disparities in low-income families of color, support small sustainable farmers, generate economic opportunities for local youth of color, reduce the carbon footprint of California's food system, and highlight food as a social and environmental justice issue. Farm Fresh Choice serves over 36,000 low-income youth and families with steady "green" youth employment, farm stands at subsidized after school childcare sites, healthful organic produce sold at discounted rates, nutrition education, food tastings, and culturally specific cooking classes.

Climate Change Action Education, which works to reduce our community-wide greenhouse gas emissions by educating residents on the steps they can take to reduce their carbon footprint and get active in their communities.

Information Services, which provides low and no-cost classes, events, hotline support, help desk support, and referrals needed for sustainable living.

EcoHouse, which is an environmental demonstration house and permaculture gardens, and the site of many workshops and tours. The EcoHouse grey water demonstration site was the first to pass code in the state of California.

The Ecology Center Store, which helps people learn about and act on their environmental initiative by making environmentally friendly clothes, toys, books, organic gardening supplies, and non-toxic household products easily available in a supportive and non-judgmental atmosphere.

Terrain, our award-winning environmental magazine that is distributed free throughout the Bay Area. *Terrain* pushes the boundaries of environmental journalism with features, updates, interviews, book reviews, and local can-do case studies.

The Fiscal Sponsorship Program, which supports new organizations that are aligned with our mission. The Ecology Center currently sponsors 12 such organizations.

