A statewide competition engaging thousands of Californians to reduce greenhouse gas emissions and build sustainable communities

Californians are cool – The CoolCalifornia Challenge taps into Californians’ identities as responsible environmentalists and strengthens communities through peer-to-peer capacity building and leadership. As the first statewide sustainability competition in California, we expect the CoolCalifornia Community Challenge to garner attention and media exposure throughout the State.

We will reach a diverse audience throughout the state, initially targeting the two most motivated population segments:

- **Strivers** (25% of Californians) are young, well educated, politically liberal, altruistic and highly motivated;
- **Achievers** (22% of Californians) are somewhat older, more conservative, wealthier and are strong candidates for big ticket items such as electric cars, solar and whole home energy upgrades.

The CoolCalifornia Challenge is a collaboration between state and local government agencies, academia, private industry and local communities. Cities throughout California have signed up for the program, engaging schools, non-profits, local businesses and community based organizations in their communities.

After an initial 3 month qualifying round the three California cities with the most points will advance to the finalists round; after one year the winner will be crowned the Coolest California City and the two runners up will be named CoolCalifornia Cities. Points will be exchangeable by participants for prizes from program sponsors or donations to local charities.
Statewide Program Sponsorship Opportunities
10 California Cities competing to be named the “Coolest California City”
April 1, 2012 – March 31, 2013

Sponsoring the CoolCalifornia Challenge is a unique opportunity to support California communities, enhance your company’s climate leadership position and showcase your brand throughout the state of California.

Sponsorship benefits

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>CoolCalifornia Challenge Website</th>
<th>Biweekly Newsletter (to all participants)</th>
<th>Print Materials (posters, fliers, booth)</th>
<th>E-mail (monthly prompt)</th>
<th>Closing Ceremony (April 2013)</th>
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<tbody>
<tr>
<td>Sponsor $2,500 - $4,999</td>
<td>Name</td>
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<td>Bronze Sponsor $5,000 - $9,999</td>
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<td>Silver Sponsor $10,000 - $19,999</td>
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<td>Gold Sponsor $20,000 - $24,999</td>
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<td>Platinum Sponsor $25,000 or more</td>
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ADDITIONAL SPONSORSHIP OPPORTUNITIES

| Raffle Prizes | Every point earned by CoolCalifornia Challenge participants counts as a raffle ticket for prizes donated by sponsoring businesses. Participants allocate their tickets to the prizes they like best in our online raffle system where small advertisements are displayed for each prize. See Raffle Prize description. |
| EcoMedia | CBS EcoMedia is a unique way to support the CoolCalifornia Challenge and give your business valuable marketing exposure. By purchasing airtime in local markets on CBS, you will expand your brand’s reach and promote your company’s commitment to sustainability. CBS EcoMedia will donate 10% of your advertising spend with CBS to the CoolCalifornia Challenge and your company will receive the benefits of other sponsors based on this amount. See EcoMedia description. |

2/3 of all donations go to cities as prize money based on total points earned in the competition. Every point earned by residents translates to funding for their city’s sustainability efforts.

We are open to custom sponsorship packages that fit your company’s needs. Contact us at challenge@coolcalifornia.org, or by phone at 510-643-5048. coolcalifornia.org/community-challenge
CoolCalifornia Challenge Sponsorship Logo Sizes
Displayed on selected online and printed communication materials throughout the program

**Founding Sponsors**

- **Eco Energize**
  - 175x350px
  - 230x230px

**Platinum Sponsors**

- **Eco Energize**
  - 150x300px
  - 200x200px

**Gold Sponsors**

- **Eco Energize**
  - 125x250px
  - 167x167px

**Silver Sponsors**

- **Eco Energize**
  - 100x200px
  - 133x133px

**Bronze Sponsors**

- **Eco Energize**
  - 75x75px

**Contributors**

- Eco Energize
  - 10 pt