

We're planning our biggest summer campaign yet for 2025, and that means we have **exciting opportunities to make an impact for clean air, and for our sponsors**. Beginning with Air Quality Awareness Week and continuing throughout the summer, Clean Air Partners will reach tens of thousands of area residents with important messages about the **small steps we all can take to help improve air quality**. Join us for engaging events and innovative efforts to communicate these important messages and empower local residents with tools they can use to make a difference, whether on their commute or in their own backyard.

Clean Air Partners will kick off our summer campaign announcing upcoming efforts, including a partnership with Ace Hardware – A Few Cool Hardware Stores family. As temperatures warm, we will conduct a lawn and garden initiative, including a **yard tool exchange where residents can bring in gas-powered tools and swap them for electric battery-operated tools**. We'll continue communicating our clean air tips with local media and meteorologists through the summer, culminating in our annual Ozone Action Month in August when we'll hit the road to bring eco-driving messages to people throughout the Baltimore-Washington region.

### ABOUT THE EVENT ACTIVATIONS

The Clean Air Partners "If You Could See Your Emissions" Exhibit is an eye-catching display that educates the public about ways to reduce their emissions related to lawn and gardening and vehicles. The backdrop is a large campaign-branded wall that displays air quality messages and real tips on how to reduce emissions and improve air quality. Alongside the wall is a head-turning visual — a vehicle or backyard scene encased in a giant clear bubble. A big screen invites participants to engage with the exhibit via a contactless interactive trivia. The challenge is composed of questions on individual behaviors and their impact on emissions and air quality. As players view trivia, puffs of "smoke" vapor, representing emissions, shoot from various objects into the bubble, delivering air quality messaging in a fun, compelling, and memorable way. See the exhibit in action at <http://www.cleanairpartners.net/sponsors!>



*Backyard Bubble for Lawn and Garden Initiative*



*Car Bubble during Ozone Action Month*

We're pleased to present you the opportunity to sponsor the activations and messages that best align with your organization, or to partner with us to customize an event aligned with your organization's goals and messages.

## SPONSORSHIP LEVELS

*Deadline for funding an event during the Lawn Tool Exchange is February 15.*

*Deadline to confirm tabling opportunity and submit logo is March 15.*

| SPONSORSHIP  | BENEFITS   |
|--|--|
| <b>Clean Air Ally<br/>(\$1,000)</b>                            | <ul style="list-style-type: none"> <li>• Allies of the Clean Air Partners summer campaign receive prominent logo placement on event signage and on the digital quiz throughout the summer.</li> <li>• Your organization will also be included in promotional marketing including social media, e-blast, and on CleanAirPartners.net.</li> </ul>  |
| <b>Clean Air Supporter<br/>(\$2,500)</b>                       | <ul style="list-style-type: none"> <li>• Supporter Sponsors of the Clean Air Partners summer campaign receive prominent logo placement on event signage and on the digital quiz.</li> <li>• Your organization will also be included in media pitching about the events executed by the Clean Air Partners team, and you'll be included in promotional marketing including social media, e-blast, and on CleanAirPartners.net.</li> <li>• Materials distribution via a tabling opportunity for up to two of your organization's spokespeople at one Clean Air Partners event of your choice.</li> </ul>   |
| <b>Clean Air Champion<br/>(\$5,000)</b>                        | <ul style="list-style-type: none"> <li>• Enjoy all the benefits of a Supporter Sponsorship, plus collaborate with the Clean Air Partners team to develop a question for the activation's interactive quiz with a relevant clean air tip aligned to your organization's mission.</li> <li>• Your sponsored quiz question will include your logo exclusively, directly associating your organization with your chosen clean air message.</li> <li>• A dedicated social media post across platforms acknowledging your role as a presenting sponsor and highlighting your brand exclusively.</li> </ul>   |
| <b>Presenting Sponsor Event Opportunities*<br/>(\$10,000+)</b> | <p>In addition to our scheduled Backyard and Car Bubble events, we're pleased to offer opportunities to collaborate on additional activations throughout the summer. Opportunities below include all benefits of Clean Air Supporters plus dedicated promotional outreach for the additional event. Your logo will be included at all other events throughout the summer. Giveaways can be added with supplemental investment.</p> <p><b>Additional Localized Backyard Bubble Event - \$12,500</b></p> <ul style="list-style-type: none"> <li>○ Bring the "backyard bubble" to an additional <a href="#">Few Cool Hardware Stores Ace Hardware store location</a> in your jurisdiction.</li> <li>○ Tabling opportunity for up to two organization spokespeople.</li> <li>○ Promote the yard tool exchange/giveaway to drive participation in your area.</li> </ul> <p><b>Exclusively Branded Backyard Bubble Event - \$15,000</b></p> <ul style="list-style-type: none"> <li>○ Bring an exclusively branded "backyard bubble" to an additional <a href="#">Few Cool Hardware Stores Ace Hardware store location</a> in your jurisdiction. Your logo will be featured prominently on event signage and on every screen of the digital quiz.</li> <li>○ Collaborate with the Clean Air Partners team to develop a question for the activation's interactive quiz with a relevant clean air tip aligned to your organization's mission.</li> <li>○ Tabling opportunity for up to 2-6 organization spokespeople.</li> <li>○ Promote the yard tool exchange to drive participation in your area.</li> </ul> <p><b>Additional Localized Car Bubble Event - \$10,000</b></p> <ul style="list-style-type: none"> <li>○ Bring the "car bubble" to your event this summer!</li> <li>○ Tabling opportunity for up to two organization spokespeople.</li> </ul> <p><b>Signature Event Sponsorship - \$35,000+</b></p> <ul style="list-style-type: none"> <li>○ Align your brand with Clean Air Partners to sponsor an exclusively branded activation at a major consumer event like a professional sports game.</li> </ul> |

### SPONSOR BENEFITS SUMMARY

| BENEFIT   | PRESENTING SPONSORS Exclusively Branded Event | PRESENTING SPONSORS Additional Event | CLEAN AIR CHAMPION          | CLEAN AIR SUPPORTER         | CLEAN AIR ALLY |
|---|---|--------------------------------------|-----------------------------|-----------------------------|----------------|
| Logo placement on event signage   | √   | √                                    | √                           | √                           | √              |
| Acknowledged in digital marketing materials – social media posts, e-blasts, website | √   | √                                    | √                           | √                           | √              |
| Logo placement within the on-site large-screen digital quiz.                        | √   | √                                    | √                           | √                           | √              |
| Tabling opportunity and materials distribution                                      | Up to 6 people at your event                  | Up to 2 people at one event          | Up to 2 people at one event | Up to 2 people at one event |                |
| Included in media outreach  | √   | √                                    | √                           | √                           |                |
| Dedicated quiz question with logo   | √   |                                      | √                           |                             |                |
| Dedicated, exclusive social media mention   | √   | √                                    | √                           |                             |                |

Do you have other ideas on how we can work together? Let us know! We're here to work with you to empower our communities to reduce air pollution and protect public health through unique, customizable, and innovative campaigns. **Together, we can make clean air possible.**

*For more than twenty years, Clean Air Partners has served the metropolitan Baltimore-Washington region by empowering individuals and organizations to take simple actions to reduce pollution and protect public health.*

*Our Mission: Inform, educate, and motivate individuals, businesses, organizations, and governments in the greater metropolitan Baltimore-Washington region to improve air quality, and ultimately improve public health and the environment.*