

*I Love a Clean
San Diego*



JOIN THE
CLEAN BEACH COALITION

PRESERVE THE HEALTH OF SAN DIEGO BEACHES

**I LOVE A CLEAN SAN DIEGO CONCENTRATES
MARINE LITTER PREVENTION ALONG SAN
DIEGO BEACHES AND MISSION BAY OVER THE
BUSY SUMMER HOLIDAYS.**



GET YOUR BRAND IN THE SAND

Coalition members get their brand in front of tens of thousands beachgoers.

Your brand is matched with a positive environmental message at 100 locations and 3 post-holiday cleanup events over:

- Memorial Day Weekend
- Fourth of July weekend
- Labor Day Weekend


**I Love a Clean
San Diego**

WAXIE
SANITARY SUPPLY

THE
Coca-Cola
FOUNDATION

The City of
SAN DIEGO



STREETER
PRINTING

 **RECYCLE HERE** 



NO Food Waste • NO Paint or Chemicals
No Propane Cylinders • No Trash  **NO Deshechar Comida • NO Pintura o Químicos**
NO Tanques del Propano • NO Basura

Thank You for Recycling! Gracias por Reciclar!

The San Diego Clean Beach Coalition asks you
to enjoy the scene, but keep it clean.

DISPOSE OF TRASH HERE


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Why We Do What We Do

80 percent of ocean pollution begins as on-land litter - primarily single-use plastics. We encourage capturing it before it lands on the sand.

[Ocean Conservancy](#)

By 2050 it is estimated there will be more plastic pollution by weight than fish in the world's oceans if we don't reverse our consumption of plastic and improve recycling.

[Ellen Macarthur Foundation](#)

We love where we live just like you! Our coast is magnificent and we want to protect it.



HOW WE DO IT

Partnership

Coalition members' financial contributions support program operations, logistics and materials needed to prevent tens of thousands of pounds of trash from becoming marine pollution.

Education & Awareness

Every bin comes with recycling and trash messaging to get potential litter in its place. We also market the program through local media and online marketing platforms.

Data

Every item disposed of gets sorted and weighed. Everything is then disposed of properly and recorded for annual reporting.

BY THE NUMBERS

3.5
million
pounds

Over 3.5 million pounds of marine litter prevented from entering the ocean since the program's inception

100,000
pounds of
potential
marine litter

100,000 pounds of potential marine litter expected to be collected and removed in 2024

**\$1 Invested =
\$7 Returned in Community
Benefit**

IndependentSector.org - Value of Volunteer Time





ENVIRONMENTAL STEWARDS SEE BENEFITS

HALF OF ALL U.S. CONSUMERS TAKE A BRAND'S ENVIRONMENTAL IMPACT INTO CONSIDERATION

Global Sustainability Study 2022

We make your corporate partnership turnkey. I Love A Clean San Diego's audience is engaged, loyal and upwardly mobile.

Align your brand with I Love A Clean San Diego and Coastal Protection.

Longest running and one of the strongest environmental organizations in San Diego County.

Help grow and sustain a program aimed at protecting San Diego's coastline.

2024 Sponsorship Levels

One Sponsorship for Three Cleanups & 100+ Bin Placements

Speaking opportunity at Post-holiday Cleanup

Coordination of Employee Volunteer Cleanup at Post-holiday Cleanup

Recognized in in event Email Marketing & Social Media

Logo on Event Website

Mentioned in event kick-off press release

Recognition in Annual Report

Logo on All Collection Bins and Cleanup Flyers

Use ILACSD Logo in Your Promotional Messaging as Official Sponsor

OCEAN
\$5,000



BEACH
\$2,500



COAST
\$500



*All sponsor levels can be customized.

**All of our sponsorships are considered to be an underwriting and are likely tax-deductible. Please check with your accountant.



THANK YOU FOR CONSIDERING
I LOVE A CLEAN SAN DIEGO AND
SUPPORTING THE **CLEAN BEACH**
COALITION

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