
CPSC Sponsorship Opportunities

We are doing something extraordinary — influencing product design to reduce the economic and environmental impacts of product waste in California.



CPSC
California Product Stewardship Council

You can partner in this effort by funding the special events and projects that are critical to our success. All sponsors receive acknowledgement in CPSC's electronic newsletter and acknowledgement on our website. Below are some of the sponsorship opportunities:

- 1** \$30,000—\$40,000
Sponsor filming and production of a PBS “Spotlight On” feature or PBS “Curiosity Quest” show about product stewardship.
 - 2** \$20,000—\$27,000
Sponsor ads in California’s leading newspapers: the Los Angeles Times, the San Francisco Chronicle, the Sacramento Bee and the San Diego Union Tribune.
 - 3** \$15,000—\$19,000
Sponsor a trip for CPSC and selected legislators, staff, and key stakeholders to tour British Columbia and see many of their stewardship programs in action.
 - 4** \$10,000—\$15,000
Sponsor a research project on the connection between EPR and green jobs creation, Greenhouse gas emissions reductions, improved water quality, litter reduction, reduced ocean pollution, etc.
 - 5** \$5,000
Sponsor CPSC’s annual meeting, which includes a luncheon for up to 100 and the annual Associate in Action and Partner awards ceremony,
 - 6** \$3,500
Sponsor the 2011 California Stewardship Arrow Awards.
 - 7** \$2,000—\$3,500
Sponsor a booth at a major function such as the California League of Cities Conference, Opportunity Green, SWANA Western Regional Symposium, California Resource Recovery Association, Green California Summit, Wastecon, etc.
 - 8** \$2,000
Sponsor or co-sponsor a webinar.
 - 9** \$2,000
Sponsor the printing of brochures and the CPSC Annual Report.
 - 10** \$1,500
Sponsor a dinner party with CPSC key stakeholders.
 - 11** \$1,000
Sponsor selected promotional materials with CPSC’s logo like reusable shopping bags, lapel pins, BPA-free reusable water bottles, and t-shirts made from organic or recycled materials.
 - 12** Under \$1,000
There are opportunities to sponsor special projects under \$1,000. Call us for more information about this sponsorship option.
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Sponsor Recognition

1 PBS Media Sponsor

- On-air interview
- Your logo in credits section of video
- Name and logo recognition in marketing efforts
- Your Facebook page listed as a ‘Favorite’ on CPSC’s Facebook page

2 Newspaper Ad Sponsor

- Logo in advertisement
- Link to article on CPSC website and Newsmail
- Company profile in CPSC Newsmail
- Your Facebook page listed as a ‘Favorite’ on CPSC’s Facebook page

3 British Columbia Tour Sponsor

- Send a company representative to British Columbia
- One-on-one access to British Columbia product stewardship professionals
- Press and verbal recognition
- Participate on an EPR workshop or webinar to share lessons learned from the B.C. tour
- Your Facebook page listed as a ‘Favorite’ on CPSC’s Facebook page

4 Research Sponsor

- Name and logo recognition on a press release announcing publication
- Logo recognition on marketing materials
- Name and logo on research paper credits
- Your Facebook page listed as a ‘Favorite’ on CPSC’s Facebook page

5 Annual Meeting Sponsor

- Name and logo recognition on all annual meeting promotional materials
- Podium Opportunity during annual meeting
- Opportunity to present Associate in Action awards
- Name and logo on Associate in Action and Partner awards
- Name and logo on the annual meeting program and electronic agenda
- Name and logo on the annual meeting web page

6 Arrow Awards Sponsor

- Name and logo recognition on all awards promotional materials
- Seat on selection committee
- Present awards at annual awards gala
- Name and logo on CPSC Arrow Awards webpage for one year
- Your Facebook page listed as a ‘Favorite’ on CPSC’s Facebook page

7 Networking Sponsor

- Logo on appropriate event signage
- Prominent verbal recognition
- Opportunity to display your outreach materials in the booth
- Opportunity for your staff to volunteer in the booth

8 Webinar Sponsor

- Name and logo on all webinar promotional and registration materials
- Name and logo on webinar press release
- Present on the topic during webinar

9 Printing Sponsor

- Name and logo on the printed material(s)

10 Stakeholder Dinner Party Sponsor

- Name and logo recognition on invitations and thank-you notes
- Opportunity to speak about your company or organization at the gathering
- One-on-one time with other attendees
- Contact information for party attendees

11 Promotional Materials Sponsor

- Name and logo on the promotional items if space allows
- Photo of the item on CPSC’s website, acknowledging your sponsorship
- Recognition in the CPSC Annual Report and Annual Meeting

12 Special Projects Sponsor

- Call us for special arrangements

To reserve your sponsorship, contact Heidi Sanborn | 916.480.9010 | heidi@calpsc.org

The California Product Stewardship Council is a federally recognized 501(c)(3) non-profit corporation.
For information on how to join CPSC, visit calpsc.org.