

2022  
SPONSORSHIP  
OPPORTUNITIES

37TH ANNUAL



**BEACH  
SWEEPS**

**SPRING: SATURDAY, APRIL 9, 2022**

**FALL: SATURDAY, OCTOBER 22, 2022**

**COVID-COMPLIANT**



# SPONSOR THE BEACH SWEEPS

*Thirty-seven years ago*, Clean Ocean Action organized a group of 75 volunteers to remove ankle-deep piles of litter from beaches on Sandy Hook, NJ. From this humble and hopeful beginning, the Beach Sweeps was born. Today, it is the **largest grassroots environmental volunteer event** in New Jersey. Now held twice a year (April and October), the Beach Sweeps attract more than 10,000 citizens to nearly 70 waterfront sites each year, and have become a Jersey Shore tradition, and is expanding along the Delaware shoreline. Stories shared by volunteers prove Beach Sweeps:

- Is beloved by multigenerational families who make participating an annual ritual
- Inspires team spirit for schools and groups, and businesses' staff and customers
- Emboldens a sense of power to make a difference
- Highlights business and corporate leaders' community concern and engagement

Indeed, Beach Sweeps is a collective community improvement program not just for people, but for all the vibrant and miraculously diverse marine life in the sea. Beach Sweeps is:

- ***Giving Back.*** At its core, the Beach Sweeps is a day of service for citizens to give back to the ocean, which brings so much joy, by removing unsightly litter that is harmful to marine life—even deadly—and making beaches more beautiful for all to enjoy.
- ***Inspiring Moments.*** As small and tall volunteers participate there is often that *a-ha!* moment. Sweeps is a gateway for learning about litter's harmful impacts to the ocean, and how everyone is a part of the solution.
- ***The Cure.*** By collecting data on the litter removed, every volunteer is an essential part of a massive investigative study providing evidence to help solve the devastating marine debris crisis. COA is empowered with this legacy of information to drive improved policies to reduce marine debris. In fact, the data and statistics were pivotal to our successful campaigns resulting in legislation at the municipal, state, and federal levels. This important work continues, thanks to the Beach Sweeps.

COA's Beach Sweeps get thousands of volunteers' *hands in the sand and feet on the beach* to improve the health of our coastal ecosystems and raise awareness for issues that affect us all. Our ultimate goal, of course, is to reduce sources of pollution so there is no need to come to the shore to sweep, only to play.

Join us as a Beach Sweeps Sponsor, and you will become a leader in this important, worthy, community-focused, and mission-driven event. ***Become a part of our Beach Sweep Family! You will be glad you did!***

Ever onward, together!



**Cindy Zipf**  
Executive Director

# 2022 SPONSORSHIP OPPORTUNITIES

COVID COMPLIANT

Ryan Struck Photography

## ALL SPONSORSHIPS INCLUDE:

- Sponsorship of both Spring and Fall event; this event is rain or shine.
- All benefits and promotions described below refer to Clean Ocean Action's email marketing and social media platforms (total subscribers/followers: 49,600)
- Invitation to attend spring press conference for release of the 2021 Beach Sweeps Report
- Day-of event tabling opportunity at sponsored cleanup location(s) and the ability to engage with volunteers of all ages. COA will work with you to identify site(s) that best suit your needs.
- Unique digital poster with sponsor logo to promote event

## STATEWIDE SPONSOR \$10,000

- Logo on promotional event posts on social media platforms (*new benefit*)
- Virtual Lunch and Learn presentation for sponsor by COA representative(s)
- Invitation to speak at spring press conference for release of the 2021 Beach Sweeps Report
- Media/Press Releases: Inclusion in NY/NJ regional press releases with sponsor spotlight, including quote and logo, for spring and fall events
- Invitation to speak at kick-off rally/press conference at Sandy Hook, the largest gathering
- Two "Sponsor Spotlight" posts (spring and fall) across social media platforms and prominent logo placement in promotional event email marketing
- Prominent logo featured on Beach Sweeps homepage and online registration page
- Prominent logo featured on large banner at the rally/press conferences at Sandy Hook, all event signs at 65+ sites statewide, and print and digital promotional posters\*
- Sponsor spotlight and logo in newsletter and feature in 2022 Beach Sweeps Report

## COUNTY-WIDE SPONSOR \$5,000

- Media/Press Releases: Inclusion in NY/NJ regional press releases for spring and fall events
- Recognition at kick-off rally/press conference at Sandy Hook, the largest gathering
- Logo included in one "County Sponsors" spotlight post (spring and fall) on social media platforms and logo in promotional event email marketing
- Logo featured under sponsored county on Beach Sweeps homepage
- Logo featured on large banner at the rally/press conferences at Sandy Hook, all event signs at sites within sponsored county, and print and digital promotional posters\*
- Logo in newsletter and in 2022 Beach Sweeps Report

## SITE SPONSOR \$1,000

- Media/Press Releases: Inclusion in NY/NJ regional press releases for spring and fall events
- Sponsor name listed in promotional event email marketing and on Beach Sweeps homepage
- Sponsor logo on event signs at sponsored cleanup location\*
- Sponsor listing in newsletter and in 2022 Beach Sweeps Report

\*Sponsorship must be confirmed by **3/11/2022** for inclusion of logo on printed materials .



# TESTIMONIALS TO GRASSROOTS ACTIVISM!

“WE ARE SO HONORED TO BE PART OF THIS EFFORT AND SO HONORED TO BE ONE OF YOUR STATEWIDE SPONSORS BECAUSE THE DATA YOU’RE GATHERING, THE FACT THAT THESE BILLS ARE BEING PASSED IN THE STATE LEGISLATURE, THE FACT THAT THERE’S NOW A FEDERAL BILL—THIS IS THE KIND OF MOVEMENT WE ALL NEED TO BE MAKING, AND TO BE PART OF YOUR MOVEMENT IS SOMETHING THAT’S AN ABSOLUTE PRIVILEGE,” SAID **NICO ENRIQUEZ, CEO, WILLIE’S SUPERBREW.**

“OCEANFIRST FOUNDATION IS PROUD TO SUPPORT CLEAN OCEAN ACTION’S BEACH SWEEPS AND TO DO OUR PART TO HELP PRESERVE AND PROTECT OUR COASTAL ENVIRONMENT AND OUR BEAUTIFUL JERSEY SHORE BEACHES. WE CAN’T THANK CLEAN OCEAN ACTION ENOUGH FOR CARING FOR THESE NATURAL TREASURES,” **KATHY DURANTE, EXECUTIVE DIRECTOR, OCEANFIRST FOUNDATION.**



## 2021 SPONSORS

### STATEWIDE SPONSOR



### COUNTY SPONSORS



Additional support provided by Enterprise Holdings Foundation.

### SITE SPONSORS

1ST CONSTITUTION BANK  
 ACECNJ  
 ATLANTIC CITY ELECTRIC  
 APPALACHIAN MOUNTAIN CLUB –  
 NEW YORK NORTH JERSEY CHAPTER

BAINE CONTRACTING  
 COHEN WATER INITIATIVE  
 DRY MASTER RESTORATIONS, INC.  
 JENKINSON’S BOARDWALK &  
 AQUARIUM

MANASQUAN BANK  
 OCEANFIRST FOUNDATION  
 SLALOM CONSULTING  
 VANTAGE APPAREL



Sponsorship Level (select one):  State  County  Site

Preferred County/Site: \_\_\_\_\_

*Visit [CleanOceanAction.org](http://CleanOceanAction.org) for list of counties and sites, or contact COA to discuss.*

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Date: \_\_\_\_\_

**Form of Payment (please select one)**

- Enclosed is a check made out to "Clean Ocean Action"
- Pay online at [www.cleanoceanaction.org](http://www.cleanoceanaction.org)
- I request an invoice to complete payment
- Please charge my MC \_\_\_\_\_ Visa \_\_\_\_\_ Amex \_\_\_\_\_ In the amount of \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_ Security Code \_\_\_\_\_

Billing Address (if different than above)

\_\_\_\_\_

\_\_\_\_\_

Signature \_\_\_\_\_

Please send this completed form to Suzanne Power at [SPower@CleanOceanAction.org](mailto:SPower@CleanOceanAction.org)  
or mail it to Clean Ocean Action, 49 Avenel Blvd., Long Branch, NJ 07740  
Phone: 732-872-0111 ~ Fax: 732-872-8041 ~ Email: [SPower@CleanOceanAction.org](mailto:SPower@CleanOceanAction.org)