2023
SPONSORSHIP OPPORTUNITIES

38th Annual

Spring: Saturday, April 1, 2023
Fall: Saturday, October 21, 2023

Join NJ’s Largest Environmental Event
Thirty-eight 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 about 70 waterfront sites each year, and have become a Jersey Shore tradition. The event is now expanding to 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, as well as for the staff and customers of businesses
- 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
# 2023 Sponsorship Opportunities

Join the Beach Sweep Family

## All Sponsorships Include:
- Two for One Sponsorship: **both Spring and Fall** event; 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: 55,680).
- Invitation to attend the highly anticipated spring press conference to promote the 2023 Beach Sweeps and release of the 2022 Annual Beach Sweeps Report.
- Day-of-event tabling opportunity at a sponsored cleanup location and the ability to engage with volunteers of all ages. COA will work to assist in selecting your preferred site.

## Statewide Sponsor

**$10,000**

- Prominent linked logo on Beach Sweeps homepage, Sites & Registration page, and on Facebook event page
- Unique digital poster with linked sponsor logo for company’s promotional purposes
- Logo on all promotional posts with #tag on social media platforms (*new benefit*)
- Two “Sponsor Spotlight” posts (spring and fall) across social media platforms
- Virtual “Lunch and Learn” presentation for sponsor by COA representative(s)
- Speaking invitation at Spring press conference to promote event and 2022 Report release
- Company spotlight, quote, and logo and in media/press releases for Spring and Fall events
- Speaking invitations on event days at kick-off rally/press conference at Sandy Hook, the largest site
- Prominent logo placement 1) on large banner at the rally/press conferences at Sandy Hook, 2) signage at all sites (about 70) and 3) print and digital promotional posters* 
- Sponsor spotlight and logo featured in 2023 Beach Sweeps Report

* Sponsorship must be confirmed by 3/1/2023 for inclusion of logo on printed materials

## County-Wide Sponsor

**$5,000**

- Featured linked logo on Beach Sweeps homepage and Sites & Registration page under sponsored county
- Unique digital poster with linked sponsor logo for company’s promotional purposes
- Logo on all promotional posts with #tag on social media platforms (*new benefit*)
- One “Sponsor Spotlight” post (spring and fall) across social media platforms
- Company mention in media/press releases for Spring and Fall events
- Verbal recognition at Spring press conference to promote event and 2022 Report release
- Logo featured 1) on large banner at the rally/press conferences at Sandy Hook, 2) signage at all sites (about 70) and 3) print and digital promotional posters* 
- Sponsor logo featured in 2023 Beach Sweeps Report

* Sponsorship must be confirmed by 3/1/2023 for inclusion of logo on printed materials

## Site Sponsor

**$1,000**

- Company listed in media/press releases for Spring and Fall events
- Sponsor name listed in promotional event email marketing and next to sponsored site (with link) on Beach Sweeps’ Sites & Registration page
- Sponsor logo on event signs at sponsored cleanup location* 
- Sponsor listing in 2023 Beach Sweeps Report

* Sponsorship must be confirmed by 3/1/2023 for inclusion on printed materials
“The Clean Ocean Action Beach Sweeps plays a significant role in drawing attention to and reducing the plastics in our oceans and on our coastline,” said Bill Henderson, Senior Vice President, Brother International Corporation. “As a state sponsor and participant of these events, we know how important these efforts are because there is nothing quite like seeing the types of debris firsthand and getting out into the community to make a difference. We are grateful to everyone who joined the Beach Sweeps efforts as we head into Earth month.”

“We had a perfect day to take care of our favorite place (the beach) and our great volunteers were ready to go! Beach Sweeps is a great way to get the community together and everyone had a lot of fun,” said JJ Walsh, five year returning Beach Captain in Longport.

Beach Captain Jess Mumford told COA, “It makes my heart happy to see so many people of all ages come out and clean our beaches. Seeing children with their parents, grandparents, and teachers reminds me of my favorite quote by Baba Dioum, ‘In the end we will conserve only what we love, we will love only what we understand, and we will understand only what we are taught.’”

Testimonials to grassroots activism!

Statewide Sponsors

2022 Sponsors

County Sponsors

Additional support provided by Enterprise Holdings Foundation.
Sponsorship Level (select one): □ State □ County □ Site

*Sponsorship must be confirmed by 3/1/2023 for inclusion of name or logo on printed materials*

Preferred County/Site: ____________________________________________________

*Visit 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

☐ 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

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