

Who we are

For over seven years, Clean Air Carolina has been the leading organization in the Charlotte region working for your health by focusing all of our efforts on achieving the cleanest air possible.

We are tax-exempt 501(c)(3) non-profit organization, and our mission is to ensure cleaner air quality for all of us by:

- Educating the community about how air quality affects our health
- Advocating for stronger clean air policies and regulations
- Promoting the reduction of diesel pollution
- Partnering with other organizations committed to cleaner air and more sustainable business practices

Why we care for the air

For the last 25 years, our region has been plagued with chronic ozone problems. Ground level ozone caused by vehicles, industrial and utilities emissions damages our health and our natural environment.

How bad is it?

- In April 2009 The American Lung Association ranked Charlotte as the 8th smoggiest city in the United States and gave our county a failing grade for particle pollution
- In 2004 the EPA designated 25 North Carolina counties to be in violation of the national ozone standard, including seven counties in our region
- In 2008 the EPA adopted an even stronger ozone standard and is poised to strengthen it in 2010

How it impacts community health

- 10% or more than 13,000 Charlotte-Mecklenburg school students have been diagnosed with asthma*; cases of adult asthma increased 21% in the last year**
- In 2009 the Asthma and Allergy Foundation of America's list of asthma capitals ranked Charlotte # 5
- Cases of cardiovascular disease increased 13% in the last year**

Sources

* Charlotte-Mecklenburg Schools, Asthma Education Program, 2009

** American Lung Association, 2009 State of the Air Report

How we care for the air

Protecting our children's developing lungs with the *Clear the Air for Kids! Campaign*

Engages schools in our Clean Air Certificate program which provides air quality flags, no-idling flyers for parents, and materials for developing ozone bio-monitoring gardens.

Results:

23 schools in the region reaching over 26,000 students.

2010 Goals:

Implement program in 15 more schools and roll-out No-Idle media campaign.

Reducing unhealthy particle pollution with the *Clean Diesel Campaign*

Retrofits older school buses and construction equipment with emission control technologies. Helps industries switch to less polluting alternative fuels and/or vehicles.

Results:

Secured over \$636,000 to retrofit 91 school buses and 15 fuel trucks in Union and Mecklenburg Counties.

2010 Goals:

Pass clean construction policies and pilot a clean construction project.

Clearing the way for a healthier future with the *Clean Energy Campaign*

Promotes the use of energy efficiency and clean, renewable sources of energy to reduce the amount of fossil fuels used to generate electricity.

Results:

350 people attended major rally to promote clean energy alternatives. 90 business and government leaders attended Clean Energy Conference.

2010 Goal:

Host 2nd annual conference.

Creating a healthy and knowledgeable community with the *Medical Advocates for Healthy Air*

Educates patients and practitioners about the connection between poor air quality and disease.

Results:

75 medical professionals advocating for stronger policies to restore clean and healthy air.

2010 Goal:

Double membership and increase partnerships.

How you can get involved

Your company has a special opportunity to sponsor the first annual Clean Air Carolina 5K Run for Clean Air on Saturday, May 22, 2010, at McAlpine Creek Park in Charlotte, NC.

With the support of Mecklenburg County Park and Recreation, our goal is to bring together a community of runners to raise awareness about the health impacts of poor air quality, to have some fun and to share some simple solutions to make difference.



When: Saturday, May 22, 2010

8:00 am - 5K Run/Walk
8:30 am - Children's Fun Run/Walk
9:30 am - Awards Ceremony



Where: 5K Championship Cross Country Course
McAlpine Creek Park Greenway
8711 Monroe Road
Charlotte, NC 28212

Beneficiary: Clean Air Carolina's air quality education and advocacy programs
Clean Air Carolina is a tax-exempt 501(c)(3) nonprofit organization

Participation: 200 to 300 registrants expected

Who are you marketing to?

A community of runners and environmentally-minded families from the Charlotte region.

- According to American Sports Data study, runners spend \$125 billion on health-related goods and services.
- Average age of male runners: 27-31 years old
- Average age of female runners: 23-26 years old
- 16 million runners have a household income of \$75,000 or more.
- Nearly 55% hold a college degree versus the national average of 33%
- 8.1 million road race finishers in 2006

Sponsorship Levels

Clean Air Carolina's premiere *5K Run for Clean Air* event offers attractive sponsorship packages at various involvement levels to meet your specific promotional needs. In addition to the sponsorship levels on the following page, we have these unique race day sponsorship opportunities.

- Awards Presentation:** The highlight of the 5K Run and 1 Mile Fun Run/Walk will be the awards ceremony taking place at the conclusion of the running events. The presentation and awards ceremony will bear the name of the company who sponsors this special time and acknowledged with signage and on the Post Event results page on the web site. ***Sponsorship Cost: \$1,500***
- Event Nourishment Station (Beverages & Snacks):** Help provide run participants with pre and post event nourishment. Complimentary display table with company name and/or logo on signage. ***Sponsorship Cost: \$1,000***
- Medical First Aid Assistance Station:** Sponsor important medical first aid assistance station while providing visibility for your company with signage. ***Sponsorship Cost: \$500***
- Water Stations:** Display your company's name or logo on water station signs as participants pass designated water stations during all running events. ***Sponsorship Cost: \$500***

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Clean Air Founder

\$10,000 +

Clean Air Founders are the largest contributors to the success of the 5K Run for Clean Air and therefore enjoy the following entitlements:

- Identified as Clean Air Founder with the *largest and most prominent Corporate logo placement*
- Corporate logo on Start/Finish banner, mile markers and participant t-shirts
- Corporate mention at kick-off press conference
- Corporate logo and link to corporate website on Clean Air Carolina *Donor* and *Event* website pages for one year
- Corporate logo in all digital marketing (email, website, social media sites)
- Featured in Clean Air Carolina quarterly newsletters
- Corporate logo in all print advertisements
- 10 invitations to Annual Donor Reception
- Corporate logo on all printed materials
- Name featured in Annual Report

Clean Air Partner

\$5,000

Clean Air Partners are major contributors to the success of the 5K Run for Clean Air and therefore enjoy the following entitlements:

- Identified as Clean Air Partner with a *large and well-placed Corporate logo*
- Corporate logo on Start/Finish banner, mile markers and participant t-shirts
- Corporate mention at kick-off press conference
- Corporate logo and link to corporate website on Clean Air Carolina *Donor* and *Event* website pages for one year
- Corporate logo in all digital marketing (email, website, social media sites)
- Featured in Clean Air Carolina quarterly newsletters
- Corporate logo in all print advertisements
- 8 invitations to Annual Donor Reception
- Corporate logo on all printed materials
- Name featured in Annual Report

Clean Air Protector

\$2,500

Clean Air Protectors are significant contributors to the success of the 5K Run for Clean Air and therefore enjoy the following entitlements:

- Identified as Clean Air Protector with a *medium Corporate logo*
- Corporate logo, mile markers and participant t-shirts
- Corporate mention at kick-off press conference
- Corporate logo and link to corporate website on Clean Air Carolina *Donor* and *Event* website pages for one year
- Corporate logo in all digital marketing (email, website, social media sites)
- 6 invitations to Annual Donor Reception
- Corporate logo in some print advertisements
- Name featured in Annual Report
- Corporate logo on some printed materials

Clean Air Advocate

\$1,000

Clean Air Advocates are important contributors to the success of the 5K Run for Clean Air and therefore enjoy the following entitlements:

- Identified as Clean Air Advocate with a *small Corporate logo*
- Corporate logo on Clean Air Carolina *Donor* and *Event* website pages for one year
- Corporate mention at kick-off press conference
- 4 invitations to Annual Donor Reception
- Corporate logo in all digital marketing (email, website, social media sites)
- Name featured in Annual Report
- Corporate logo on printed materials

Clean Air Supporter

\$500

Clean Air Supporters are valuable contributors to the success of the 5K Run for Clean Air and therefore enjoy the following entitlements:

- Identified as Clean Air Supporter by name
- Name on Clean Air Carolina *Donor* and *Event* website
- Corporate mention at kick-off press conference
- 2 invitations to Annual Donor Reception
- Name in event emails, printed materials and participant t-shirts
- Name featured in Annual Report