



Metropolitan Washington Air Quality Committee December 10, 2008

1. Air Quality Action Days

- AirAlerts and email forecast notification registrations doubled in 2008 from 1,300 to more than 2,600.

2. Marketing and Public Relations

- The 2008 public awareness campaign generated a record **71 million** media impressions across various marketing and media relations efforts.
- Cleanairpartners.net received more visits than ever before. The Web site received an average of **375,000 hits per month** during the promotion, with a total of 1.5 million visitors from May to September 2007.
- PRR and the Managing Director recently completed meetings with all of our sponsors to present the results of the 2008 campaign and discuss the 2009 sponsorship packages (see attached Sponsorship Opportunities At-A-Glance and Add-On Sponsorship Packages).

3. Public Education

The Education Program Manager continues to actively promote the curriculum and outreach programs throughout the region. Recent activities include:

- Establishing new contacts with the NASA Goddard Space Flight Center (ozone garden), Baltimore Ecosystem Study, Curriculum Specialist for the Baltimore City Public Schools' Office of Health and Science, and the Science Coordinator for the Virginia Department of Education.
- Dropping of curriculum brochures to sixth-grade science teachers at 25 Baltimore City Public Schools and attempting to get email addresses in the process. Teachers in the Baltimore City Public School system have been difficult to reach due to the lack of school web sites and email addresses for teachers.
- Attending the Sustainable Schools Summit at George Washington University, the Baltimore Ecosystem Study meeting in Baltimore, and the District of Columbia 2nd Annual Teacher's Night, attended by 125 teachers from District of Columbia Public Schools.
- Contacting all teachers who have previously used the curriculum to determine if they would like to schedule use of the curriculum again in 2008/2009.
- Dropping off the curriculum kit to the Westport Academy in Baltimore City. (Utilization of the curriculum materials has proven to be slower in the fall/winter than in the spring/summer.)

4. Business Roundtable

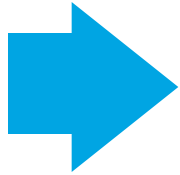
- The Managing Director and PRR have been working on specific strategies to increase awareness and utilization of the aqueous parts washer rebate program in FY 2009. Specific activities include minor revisions to program materials and meetings and outreach to equipment vendors and potential users.
- One additional rebate request was received and approved in November 2008.

Sponsorship Opportunities At-A-Glance

	Exosphere \$50,000 investment	Mesosphere \$25,000 investment	Stratosphere \$15,000 investment	Troposphere \$5,000 investment
radio	<p>1,000 Radio Spots: Inclusion in the five-week radio buy that will run on top stations in the Baltimore-Washington region.</p> <p>Customized Radio Station Promotion: Exclusive ownership of a radio station promotion negotiated as a part of the radio buy.</p>	<p>500 Radio Spots: Inclusion in the five-week radio buy that will run on top stations in the Baltimore-Washington region.</p> <p>Customized Radio Station Promotion: Exclusive ownership of a radio station promotion negotiated as a part of the radio buy.</p>	<p>250 Radio Spots: Inclusion in the five-week radio buy that will run on top stations in the Baltimore-Washington region.</p>	
transit	<p>Inclusion in \$150,000 of Transit Advertising: Logo inclusion in 100% of transit advertising.</p>	<p>Inclusion in \$75,000 of Transit Advertising: Logo inclusion in 50% of transit advertising.</p>	<p>Inclusion in \$75,000 of Transit Advertising: Logo inclusion in 50% of transit advertising.</p>	
web	<p>Year-round Web Advertising: Prominent tile ad and logo placement on the Clean Air Partner's home page which typically receives upwards of 1.5 million hits during the annual public awareness campaign.</p> <p>E-newsletter: Exclusive logo inclusion in the Clean Air Partners' e-newsletter distributed to nearly 3,000 individuals and organizations.</p>	<p>Year-round Web Advertising: Prominent tile ad and logo placement on the Clean Air Partner's home page which typically receives upwards of 1.5 million hits during the annual public awareness campaign.</p>	<p>Web Advertising: Prominent placement on the Clean Air Partner's home page during ozone season (May-Sept) which typically receives upwards of 1.5 million hits during the annual public awareness campaign.</p>	<p>Web Advertising: Prominent placement on the Clean Air Partner's home page during ozone season (May-Sept) which typically receives upwards of 1.5 million hits during the annual public awareness campaign.</p>
brochures	<p>40,000 Brochures: Logo inclusion on more than 40,000 Clean Air Partners brochures and flyers distributed annually.</p>	<p>40,000 Brochures: Logo inclusion on more than 40,000 Clean Air Partners brochures and flyers distributed annually.</p>	<p>40,000 Brochures: Logo inclusion on more than 40,000 Clean Air Partners brochures and flyers distributed annually.</p>	<p>40,000 Brochures: Logo inclusion on more than 40,000 Clean Air Partners brochures and flyers distributed annually.</p>
value	\$ 475,000	\$ 250,000	\$ 175,000	\$ 25,000
investment	\$ 50,000	\$ 25,000	\$ 15,000	\$ 5,000

Add-On Sponsorship Packages

Please see specific sponsorship packages for additional details.



New for 2009! This year Clean Air Partners is providing the following sponsorship opportunities that can be added to your public awareness campaign package or purchased separately once our public awareness campaign goals are met.

	Wired Sponsorship \$5,000 investment	TV PSA Sponsorship \$15,000 investment	The Grass is Always Green Sponsorship
description	<p>This package is designed for any business or organization that has a large online presence and in turn would benefit from largely increased Web site traffic. It encompasses the following:</p> <p>Clean Air Partner's Web link and Tile Ad: Cleanairpartners.net received over 4 million Web site hits in 2008. This will provide a fantastic opportunity to drive some of this community to your specific site.</p> <p>Comprehensive Regional Web Advertising Schedule: Clean Air Partners will work hand-in-hand with this sponsor to determine the Web site targets that best meet your overall online goals. We will put in place an online advertising schedule that matches your goals as well as Clean Air Partners' goals. Targets might include: washingtonpost.com, baltimore-examiner.com, WUSA.com, etc.</p>	<p>The sponsor of this package will display their logo on the brand new 2009 Clean Air Partners TV PSA. Sponsor will have logo exclusivity on the Clean Air Partners' TV PSA, which will air on various TV stations throughout the Baltimore-Washington region.</p> <p>This PSA will feature messaging about the importance of receiving your daily AirAlerts and implementing the everyday actions from the Air Quality Action Guide. The PSA will also provide viewers with simple steps to take to reduce air pollution and greenhouse gas emissions which contribute to climate change.</p>	<p>Clean Air Partners is seeking funders for a Lawn Mower Trade-in event. If you are interested in this sponsorship, please contact Clean Air Partners know and we will discuss this program in further detail.</p>
value	\$ 25,000	\$ 50,000	TBD
investment	\$ 5,000	\$ 15,000	TBD