



Santa Barbara County Green Business Sponsorship Program

Businesses Supporting Businesses:
Driving Sustainability through Sponsorships

GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK
SANTA BARBARA COUNTY

About

The Santa Barbara County Green Business Program is exploring an exciting initiative to foster collaboration and mutual growth within the business community—a Business-to-Business (B2B) Sponsorship Program. This program will allow businesses to financially support sustainability upgrades or projects for other businesses in need, creating a pathway for shared responsibility and measurable impact.

Following, we've outlined year-round sponsorship levels. Contributions can be a mix of financial and/or in-kind support, tailored to meet the needs of both sponsors and recipients. We're happy to explore custom partnership levels or even event-only sponsorship opportunities to suit your preferences.

Benefits for Sponsors Include:

- **Public Recognition:** Acknowledgment on social media, website, and at events, with opportunities for press coverage and co-branding on sponsored items.
- **Enhanced Visibility:** Featured in case studies, press releases, and media stories, showcasing your leadership in sustainability.
- **Exclusive Perks:** Invitations to ribbon-cuttings, complimentary tickets to recognition events, and priority access to partnership opportunities.
- **Community Impact:** Support small businesses in adopting green technologies and energy-efficient measures, fostering sustainability and strengthening the local economy. Build lasting partnerships within the local business community to strengthen the local economy and foster sustainability.

To discuss sponsorship options or request more information, contact **Kori Nielsen** at knielsen@environmentalin.com. Terms and conditions may evolve as we refine the program; updated terms will be shared during discussions and will require mutual agreement by an authorized representative from both parties.

Together, we can create a greener future while building stronger community connections!



Make a Lasting Impact

When you sponsor our program, you're not just making a donation — you're investing in the success of small businesses and the well-being of your community. Many small, locally-owned businesses, often called "mom-and-pop shops," face challenges that larger businesses don't. They may rent their spaces and lack the resources to make essential facility upgrades, like replacing leaky faucets or upgrading to energy-efficient lighting. These businesses also struggle to afford sustainable and non-toxic products that protect their employees and customers, such as eco-friendly cleaning supplies or better waste management systems.

By sponsoring this program, you can help bridge this gap. Your support will directly:

- **Empower Underserved Businesses:** Help small businesses access grants, tools, and resources to make meaningful upgrades, reduce operational costs, and thrive in their communities.
- **Create Healthier Workspaces:** Enable businesses to transition to safer, non-toxic products that promote the health and safety of their employees and customers.
- **Promote Environmental Responsibility:** Support sustainable practices that reduce water and energy consumption, cut waste, and minimize the carbon footprint of local businesses.
- **Strengthen Community Ties:** Reinforce the fabric of the community by helping local businesses grow, succeed, and continue to provide the goods and services their neighborhoods rely on.

Your sponsorship has a direct, measurable impact. It's not just about helping businesses survive — it's about helping them thrive while contributing to a more sustainable and equitable future for everyone.

Join us in making a difference, one small business at a time.



Here are examples of what your gift could do:

\$600: Your contribution can provide a small business with essential energy and water-saving tools, such as energy-efficient LED lighting or faucet aerators, while also funding reusable food service supplies like cups or containers for a café or restaurant.

\$1,200: Your support can fund impactful upgrades like installing a bike rack to promote eco-friendly transportation, providing compost and recycling bins, or covering the cost of motion-sensor switches to reduce energy use.

\$2,400+: Sponsor a comprehensive waste audit, fund solar panel consultations, or help a business with a professional marketing campaign promoting their green efforts.

*Please note that 15% of each contribution will go toward the coordinator's time assisting the business with the project.



Project Examples

Examples of Eligible Projects:

- LED Lighting Upgrades
- Lighting Controls
- EV Chargers
- Smart Thermostats
- Heat Pump Water Heater Replacements
- Electric Bikes
- Electric Vehicles
- Solar-Powered Batteries
- Energy-Efficient Appliances
- Smart irrigation controllers



Additional Customizable Projects:

- Inefficient plumbing fixture replacements
- Waterwise Landscaping improvements
- Pipe insulation and installation
- Walk-in cooler maintenance and strip curtain installation
- Other sustainability projects with potential for:
 - High greenhouse gas (GHG) savings
 - Significant cost savings.]



air pollution control district
SANTA BARBARA COUNTY

Note: Proposed projects beyond the examples above are welcome and will be evaluated based on their environmental and financial impact.



Sponsorship Levels

Green Guru: \$600 Tier

- Public acknowledgment on social media
- Recognition as a business sponsor on our website
- Framed certificate of appreciation for display
- Metric report to demonstrate your impact
- Highlighted in a featured post or case study on program channels

Efficiency Expert: \$1,200

- **Everything in the \$600 tier, plus:**
 - Invitation to attend a ribbon-cutting or installation event with media coverage
 - Opportunity to feature your logo on installed items, such as bike racks or recycling bins, as a co-branding partner. Listing in 2025 annual report to stakeholders as a major contributor
 - 1 press release highlighting the benefit your provided

Conservation Captain: \$2,400 +

- **Everything in the \$1,200 tier, plus:**
 - Exclusive sponsorship highlight during annual recognition event
 - Personalized media opportunities, such as an interview or feature story on your support
 - Priority access to program partnership opportunities
 - 5 complimentary tickets to our recognition event



The Santa Barbara County Green Business Program is a program of The California Green Business Network (CAGBN). CAGBN is a 501(c)(3) non-profit, and our Federal Tax ID number is 47-4059241.

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