

EcoMedia



a new environment for media®

ECOZONE INAUGURAL SPONSORSHIP OPPORTUNITY

March – 2006

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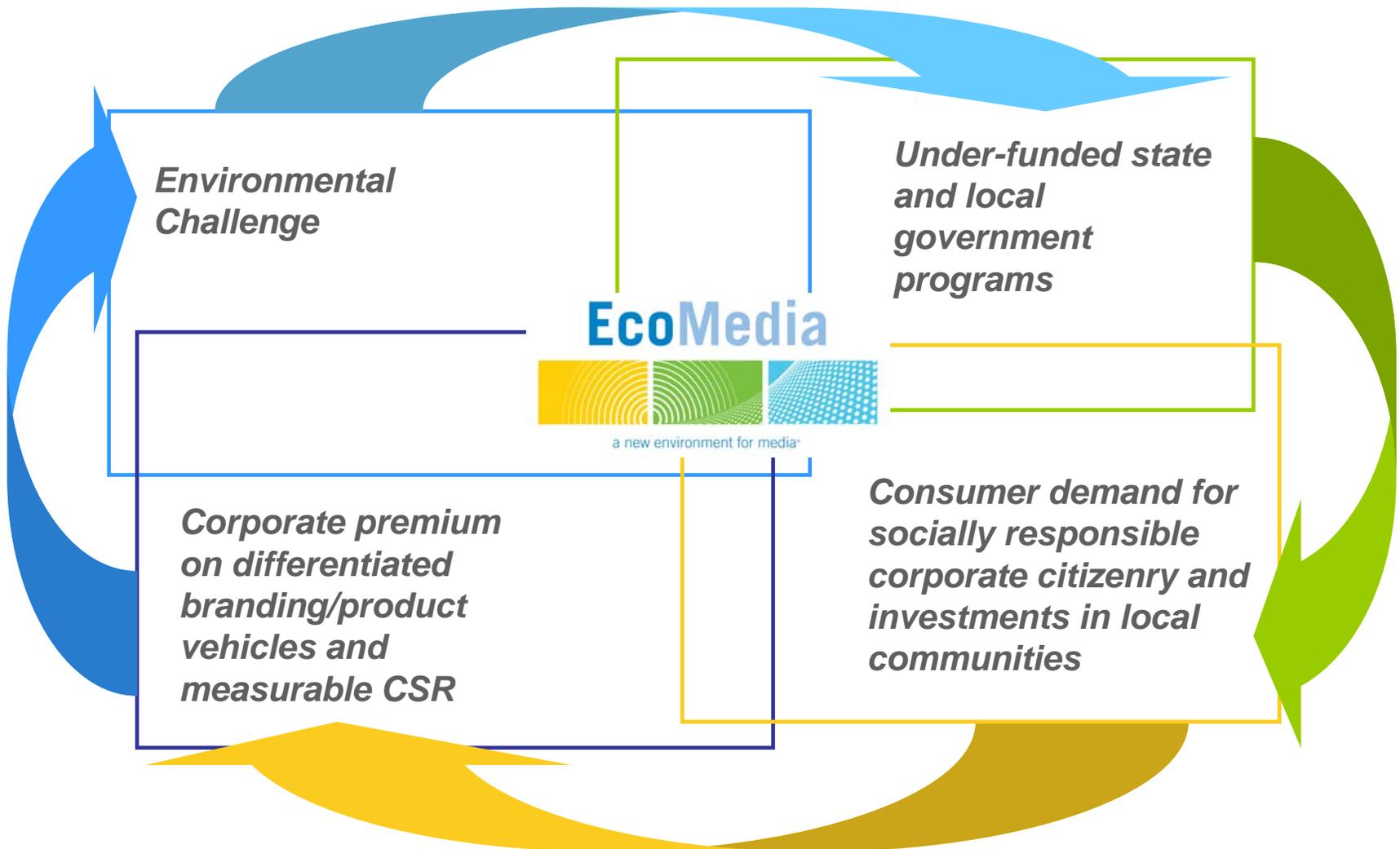
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- The EcoMedia Model
- Washington, DC Sponsorship Opportunities
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EcoMedia is dedicated to pioneering market-based media solutions that generate necessary funds and resources to address critical environmental challenges.

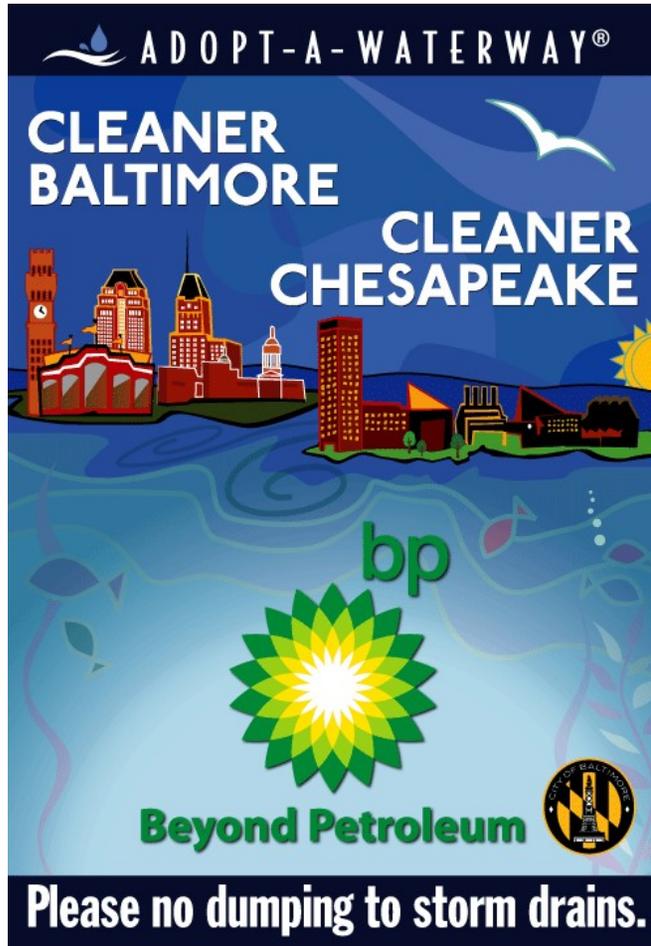
The Washington, DC launch of EcoZone represents an historic opportunity for leading corporations to partner with local government to address critical environmental challenges.

Washington, DC is the inauguration of EcoZone's national effort.

Unique Sponsorship Opportunity: Funding for Local Environmental Priorities



Demonstration of Past Success



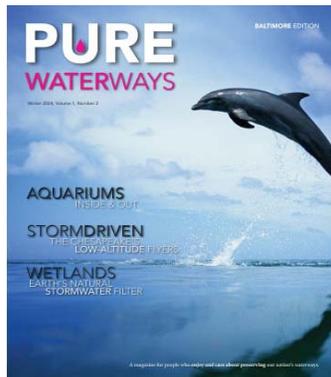
Successful Track Record of Launching Integrated Sponsorships



PUBLIC SERVICE COMMERCIALS



MEDIA RELATIONS



PRINT



INNOVATIVE MESSAGE DELIVERY



INTERNET



MUNICIPAL LAUNCH



CORPORATE ACTIVATION



Sponsorship Funding At Work

Since 2002, EcoMedia partnerships have funded critical community programs such as these, at no cost to taxpayers



TRASHSKIMMERS



WATER QUALITY TESTING



CATCH-BASIN INSERT FILTERS



WATERSHED CLEANUP



STREAMBANK RESTORATION

Benefits to Communities

- Cleaner Waterways... ***Cleaner Cities***
- Measurable improvement in water quality
- Public education campaign
- No cost to taxpayers

Preserving Wetlands

EcoMedia helps fund the Mather Wetland Enhancement project in Sacramento County.



TidePool Cruiser

The mobile Windows-On-Our-Waters environmental education program “coasts” to Long Beach schools.



Schoolyard Greening Project

Gilmor Elementary School is also one of seven schools to have unused, obsolete asphalt removed from their schoolyard as part of the Baltimore City School Greening Initiative begun by the Department of Public Works, Recreation and Parks, and Planning and other partners.

Benefits to Local Government



“...a success in more than a dozen municipalities across the country and is quickly being embraced at the state level as agencies recognize the benefits of stretching limited financial resources through this effective private-public partnership.”

David L. Hobson - R, Ohio, U.S. House of Representatives



“This innovative public/private partnership allows us to address a growing problem in our city and neighborhoods at no expense to taxpayers.”

Manny Diaz, Mayor of Miami, Florida



“One of Baltimore's highest priorities is to enhance the quality of life for all residents...Our partnership...is designed to help resolve this critical environmental issue by recruiting the private sector to raise funds and support our efforts to restore and preserve streams and the Bay.”

Martin O'Malley, Mayor, City of Baltimore, Maryland



"The program improves our quality of life by reducing pollutants that otherwise go into the Santa Monica Bay and onto our beaches.”

Jane Harman – D, California, U.S. House of Representatives

Advocacy Validation



"Through a unique partnership between government, business, and individuals, the EcoZone program effectively addresses the most important environmental challenges facing communities today. I heartily support this innovative, market-based strategy that will lead to improvements in energy use, air & water quality, green space, and ultimately quality of life."

Terry Tamminen, Special Assistant to the Governor and former Secretary, CalEPA



"What a great thing in this day and age, when you have private money, entrepreneurial money, market-based forces, coming together to work with government to actually make a difference in our nest, our habitat, and the human world in which we live."

Will Baker, President, Chesapeake Bay Foundation

The 2003 Governor's Environmental and Economic Leadership Award

State of California

2002 Keeper Award

Santa Monica BayKeeper

2001 Clean Water Award nominee for efforts to clean up our waterways

California Regional Water Quality Control Board

Certificate of Recognition for innovation in motivating public responsibility to preserve and protect our environment

California Assembly Members, Carol Liu and Fran Pavley

Year 2000 Achievement Award for developing innovative technologies to mitigate toxic urban runoff

U.S. Environmental Protection Agency

Select Sponsors...



Coveted Consumer and Influencer Demographics

Demographic Overview: The Environment

- 87% of American adults say they are “concerned about the condition of the environment” **
- 44% of those say they are "very concerned"
- This concern for the environment is reflected in consumer purchasing behavior
- Environmental concerns likely to become stronger in next five years
 - 60 million "Generation Y" (1979 - 1994) consumers
- Gen Y significantly more concerned about the environment than Baby Boomers
 - Increasing purchasing power will translate into environmental support

**Environmental Research Associates (ERA) Princeton, NJ

Demographic Overview: The Environment & Consumer Behavior



- Half of American consumers pay close attention to the health and environmental benefits of the products they buy
- Nearly 50% of US consumers scan products for environmental labeling before checking out
- 50% of consumers switch product brands based on environmental criteria
 - household cleansers
 - paper products
 - autos
 - computers

Source: Integrated Marketing Services 1/05



Demographic Overview: The Environment & Consumer Behavior



- Over 40% of all consumers are willing to pay extra for products/services with green characteristics
- 33% would pay extra 4%
- 10% would pay extra 7%
- Most engaged environmentalists (5%) would pay 20% more for green goods/services

Source: Integrated Marketing Services. 1/05



Demographic Overview: The Environment & Influencers and Consumers



Influencers

- More likely to “open their pocketbooks than their day planners to save the earth”
 - 59% donate to environmental causes
 - 90% buy products made from, or packaged in, recycled materials at least occasionally
 - Only 6% regularly volunteer

Affluent Consumers

- Air, energy, green space and water = ***lifestyle concern for influential/upscale consumers***
 - Protecting the environment for future generations
 - Children driving household environmental behavior

Middle Class Consumers

- Environment is ***equally important as a "pocketbook issue"***
 - Energy savings
 - Cost reduction through conservation
 - Long life products

*Environmental Research Associates (ERA) Princeton, NJ

** Roper Starch 2000



EcoZoneSM

Washington, DC
Sponsorship Opportunities

How it works

Step One

- Participating local governments provide signage access at prime locations otherwise unavailable to corporate advertisers.
- Corporations buy innovative out-of-home signage – which provides them with a platform for their logo/product/tags partnered with an EcoZone-branded environmental message that resonates with consumers.

Step Two

- One half of advertising/sponsorship revenues from out-of-home signs go directly to a dedicated and audited local government account to fund identified environmental programs – perhaps to help a city meet federal requirements for environmental education or to meet other federal regulations.
- Local governments may also use the funds to undertake environmental projects that otherwise simply wouldn't happen.

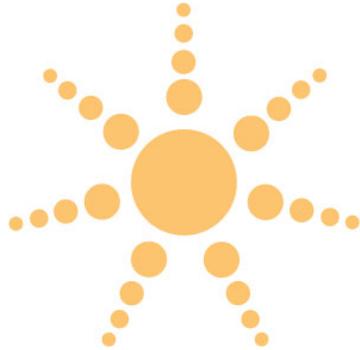
Step Three

- EcoMedia leverages the other half of out-of-home signage revenue to fund, produce and administer comprehensive public education and environmental outreach programs.
- The outreach campaign supports local government environmental programs through television and radio “public service commercials,” on-line media, experiential marketing, merchandise and viral education.

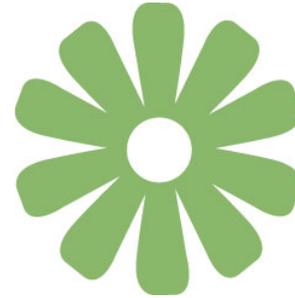
A Market-Based Solution



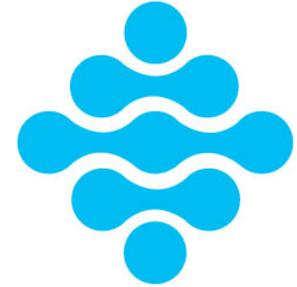
Air



Energy



Greenspace



Water

EcoZoneSM



Innovative Message Delivery



YOU ARE IN AN
EcoZoneSM

FRESHER AIR
AHEAD

Bank of America



& Washington, DC
ASK YOU TO RIDE-SHARE 

YOU ARE IN AN
EcoZoneSM

ENERGY SAVING
AHEAD

bp



Beyond Petroleum

& Washington, DC
ASK THAT YOU DON'T
LEAVE THE LIGHTS ON 

YOU ARE IN AN
EcoZoneSM

GREENER SPACES
AHEAD

Bank of America



& Washington, DC
ASK YOU NOT TO LITTER 

YOU ARE IN AN
EcoZoneSM

CLEANER WATER
AHEAD

bp

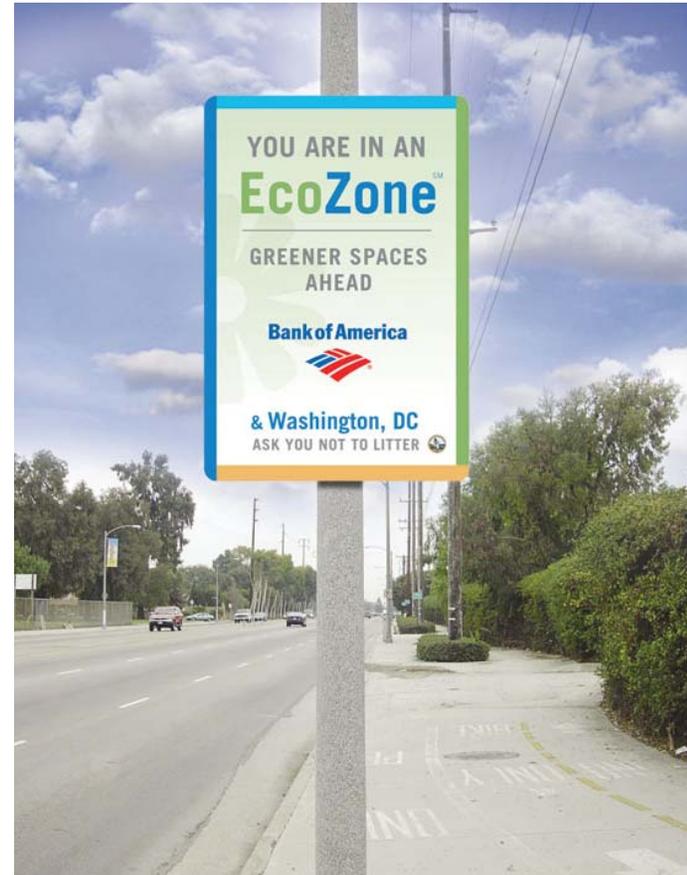


Beyond Petroleum

& Washington, DC
REMIND YOU TO RECYCLE 



Innovative Message Delivery



Sponsorship Funding At Work

Stimulating tangible environmental improvement in a number of ways, such as...



AIR

Air Quality



GREEN
SPACE

Greening Projects



ENERGY

Solar Panels



WATER

Catch basin insert filters

EcoZone Consumer Education Merchandise



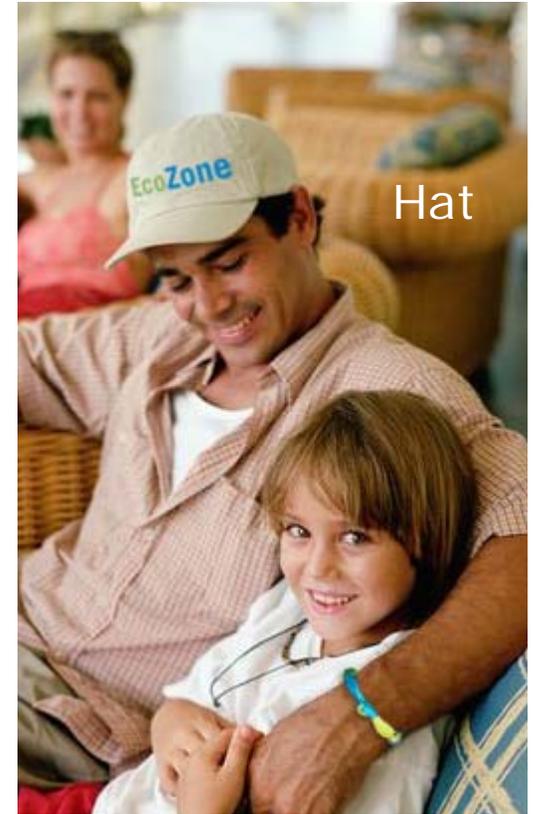
T-Shirt



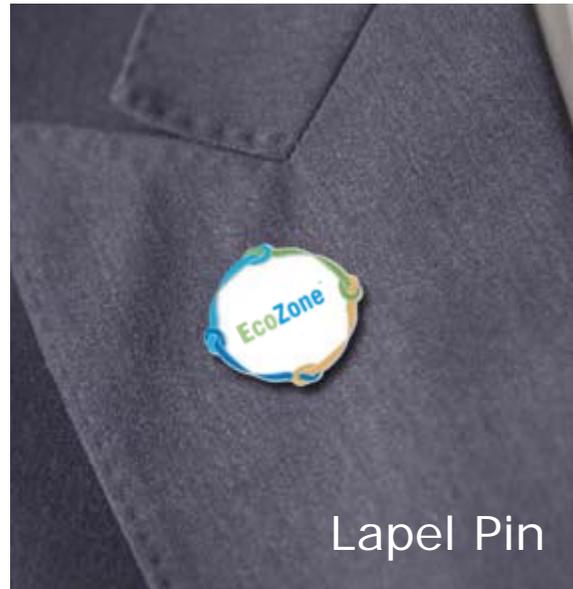
E-Ring



Hat



Lapel Pin



EcoZone Washington, DC Launch



- Municipal Announcement
 - Press Conference
 - Elected Officials
 - Environmental Advocates
 - Senior Corporate Executives

- Public Education Kick-Off
 - Public Service Commercial Premiere
 - Signage Unveiling
 - Funding At Work Examples
 - Consumer Call to Action
 - Collaterals

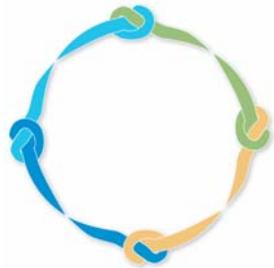
Washington, DC EcoZone: Sponsorship Elements



PUBLIC SERVICE COMMERCIALS



MEDIA RELATIONS



CONSUMER CALL-TO-ACTION



INNOVATIVE MESSAGE DELIVERY



MICROSITES



MUNICIPAL LAUNCH



CORPORATE ACTIVATION



VIRAL EDUCATION



COMMUNITY EVENTS

EcoZoneSM

Washington, DC
Sponsorship Benefits

Benefits to Corporate Sponsors

- Unique senior executive opportunity
- Uncluttered premium brand exposure
- Concentration on corporate partners
- Exclusive opportunity for a limited number of sponsorship partners

Benefits to Corporate Sponsors

- Six-to-One ROI multiplier
- Generates a return in multiple business areas

EcoZoneSM



EcoZoneSM

Washington, DC
Sponsorship Packages

Sponsorship Tiers

- Sole Premier Sponsor
- Sole Signature Sponsor
- Sole Civic Sponsor
- Associate Sponsors
- Participating Sponsors
- Supporting Sponsors



Premiere Sponsor of EcoZone Washington, DC

- Designation as sole Premier Sponsor of EcoZone Washington, DC
- Right to EcoZone marks
 - E-Ring, Signature Icons
- Signage: Thirty Two (32) units
 - 8 per Zone
 - Over 800,000 daily impressions on high-traffic roadways
- Spot television campaign
 - :30-second Public Service Commercial™ (PSC) with sponsor integration
 - 250 gross rating points via spot cable/broadcast mix
- Spot radio campaign
 - :60-second PSC with sponsor integration
 - 700 gross rating points
- Senior executive participation in launch event
 - Supported by media relations outreach
- Headline placement in event materials
- EcoZone merchandise package
 - E-Rings, Lapel Pins, Caps & T-shirts
 - Customized activation
- Paid media acknowledgement ads in Roll Call, The Hill, National Journal

- Sponsorship Investment
 - Price: \$1,000,000
 - Duration of Signs: 1-year commitment



Signature Sponsor of EcoZone Washington, DC



- Designation as sole Signature Sponsor of EcoZone Washington, DC
- Right to EcoZone marks
 - E-Ring, Signature Icons
- Signage: Thirty Two (32) units
 - 8 per Zone
 - Over 800,000 daily impressions on high-traffic roadways
- Spot television campaign
 - :30-second Public Service Commercial™ (PSC) with sponsor integration
 - 250 gross rating points via spot cable/broadcast mix
- Senior executive participation in launch event
 - Supported by media relations outreach
- Headline placement in event materials
- EcoZone merchandise package
 - E-Rings, Lapel Pins, Caps & T-shirts
 - Customized activation
- Paid media acknowledgement ads in Roll Call, The Hill, National Journal
- Sponsorship Investment
 - Price: \$750,000
 - Duration of Signs: 1-year commitment

Civic Sponsor of EcoZone Washington, DC



- Designation as sole Civic Sponsor of EcoZone Washington, DC
- Right to EcoZone marks
 - E-Ring, Signature Icons
- Signage: Twenty Four (24) units
 - 6 per Zone
 - Over 600,000 daily impressions on high-traffic roadways
- Senior executive participation in launch event
 - Supported by media relations outreach
- Headline placement in event materials
- EcoZone merchandise package
 - E-Rings, Lapel Pins, Caps & T-shirts
- Paid media acknowledgement ads in Roll Call, The Hill, National Journal

- Sponsorship Investment
 - Price: \$500,000
 - Duration of Signs: 1-year commitment

Associate Sponsor of EcoZone Washington, DC



- Designation as Associate Sponsor of EcoZone Washington, DC
- Right to EcoZone marks
 - E-Ring, Signature Icons
- Signage: Eighteen (18) units
 - Over 450,000 daily impressions on high-traffic roadways
- Senior executive photo op
- Placement in event materials
- EcoZone merchandise package
 - E-Rings, Lapel Pins, Caps & T-shirts
- Paid media acknowledgement ads in Roll Call, The Hill, National Journal

- Sponsorship Investment
 - Price: \$250,000
 - Duration of Signs: 1-year commitment

Participating Sponsor of EcoZone Washington, DC



- Designation as Participating Sponsor of EcoZone Washington, DC
- Right to EcoZone marks
 - E-Ring, Signature Icons
- Signage: Ten (10) units
 - Over 275,000 daily impressions on high-traffic roadways
- Senior executive photo op
- Placement in event materials
- EcoZone merchandise package
 - E-Rings, Lapel Pins, Caps & T-shirts
- Paid media acknowledgement ads in Roll Call, The Hill, National Journal

- Sponsorship Investment
 - Price: \$150,000
 - Duration of Signs: 1-year commitment

Supporting Sponsor of EcoZone Washington, DC



- Designation as Participating Sponsor of EcoZone Washington, DC
- Right to EcoZone marks
 - E-Ring, Signature Icons
- Signage: Four (4) units
 - Over 100,000 daily impressions on high-traffic roadways
- Senior executive photo op
- Placement in event materials
- EcoZone merchandise package
 - E-Rings, Lapel Pins, Caps & T-shirts
- Paid media acknowledgement ads in Roll Call, The Hill, National Journal

- Sponsorship Investment
 - Price: \$50,000
 - Duration of Signs: 1-year commitment



Washington, DC EcoZone Timeline



KEY DATES:

Official Municipal Launch Event: April 4, 2006

EcoZone Sponsorship Contact



Paul Polizzotto, Founder & CEO

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