East Bay Community Energy (EBCE) is Alameda County’s official local provider of cleaner, greener electricity at lower rates.

As a public agency, EBCE is accountable to its community and customers, not shareholders. In addition to providing cleaner power at lower rates, EBCE is reinvesting earnings back into the community, creating local green energy jobs, local programs, and clean power projects.

There are many avenues in which EBCE reinvests back into the community. One of those ways includes sponsoring local festivals and events in EBCE’s service area. Events we have sponsored include holiday festivals, community gatherings, award ceremonies, and more! This toolkit provides information for local event hosts about how to request financial sponsorship from EBCE.

EBCE is open to collaborating with event organizers to create customized sponsorships. If you are interested in other sponsorship opportunities, please visit ebce.org/sponsorships.

WHAT’S INSIDE
We have outlined in this document sponsorship examples.

Clean Energy Sponsorship Details
Examples of Marketing Opportunities
Social Media Talking Points
Contact Us
As the local electricity provider, East Bay Community Energy (EBCE) would like to be the official clean energy sponsor for your next event. EBCE’s sponsorship of an event can be financial, and/or in other forms such as social media partner, provider of green power, etc. EBCE is open to customizing a sponsorship that best fits the needs and objectives of the event planners.

The Clean Energy sponsorship must include:

- EBCE to be named as the event’s “clean energy sponsor” on printed marketing materials
- EBCE to be named as the event’s “clean energy sponsor” on digital and social media
- EBCE logo placed on event website
- EBCE logo on event map or any day-of materials

Additional features may include:

- At least one EBCE banner placed at the event
- Additional EBCE signage or posters at the event
- Special announcement including EBCE talking points at the event

EBCE to provide solar panel and battery (1400 Wh capacity) to power a phone charging station (or other electrical devices such as a PA system)
EXAMPLES OF MARKETING OPPORTUNITIES

EBCE Banners
EBCE can provide 4’ x 8’ banners at your next event. We are happy to provide at least one banner.

EBCE Sponsorship Signage
EBCE is a proud sponsor of Oakland’s professional soccer team, the Oakland Roots, and City of Dublin’s Adult Bocce League. Signage can be found at locations with high traffic such as the ticketing booth.

EBCE logo found on event webpage
When requested, an EBCE staff will send EBCE’s logo. An .ai file can be sent too.

Day-of Event Materials
EBCE is Rockridge’s Out and About Festival clean energy sponsor. EBCE’s logo was found on the festival’s event map and sponsor page.
EBCE Talking Points

- East Bay Community Energy (EBCE) is our local power supplier, and is the clean energy sponsor of (event name). EBCE is committed to providing our community with electricity generated from renewable sources such as solar and wind. Learn more at ebce.org.

- East Bay Community Energy (EBCE) provides cleaner, greener energy at competitive rates to residents and businesses, including in (city name here). They are (event name)'s clean energy sponsor, and we appreciate their generosity.

- EBCE reinvests earnings back into the community to create local programs and clean power projects. If you'd like to learn more, visit their table* at (event name).

- We are proud to have East Bay Community Energy as (event name)'s clean energy sponsor. For more information, visit ebce.org or stop by their table* on (festival date).

* if applicable

EBCE Social Media Accounts

Check ebce.org/media to find EBCE-related images for your next social media post. Go to the Images tab to see more.

- East Bay Community Energy
- @EastBayCommunityEnergy
- @PoweredbyEBCE
- East Bay Community Energy
- @PoweredbyEBCE
For more information, please contact Director of Marketing, Dan Lieberman at dlieberman@ebce.org or visit EBCE’s website at ebce.org