Memo

**To:** Jacki Bacharach, Executive Director

**CC:** Marilyn Lyon, Kim Fuentes, David MacEachern, Keith Miller

**From:** Michael Huls

**Date:** 12/09/11

**Re:** Sales Update and a Suggestion for City Assistance

**Message:**

1. The sales team is hard at work, identifying, contacting and proposing sponsorships with leading stakeholders and vendors. Proposals for significant sponsorships have been submitted to:

* AT&T – Platinum sponsorship (communications)
* BMW – Gold sponsorship (automotive)
* Energy Upgrade California – Partner’s position at Platinum level pricing; we will have a follow up meeting December 12 at 2 pm
* CEAR – Gold sponsorship (electronics recycling)
* Wal-Mart – Platinum sponsorship (retail)
* Xerox – gold sponsorship (electronics)
* A proposal is being completed for Southern California Edison (bronze)

We are tracking the review of each submitted proposal and expect to hear soon on status.

1. Discussions are also ensuing with the following firms and agencies which will likely result in additional proposals:

* Metro
* LA County Sanitation District (see proposed approach below)
* Republic Industries
* Goodwill Industries
* Osram Sylvania
* Phillips Lighting
* West Basin Municipal Water District
* Goldman Sachs
* DART



1. Proposed Approach for Cities and LA County Sanitation Districts

[Jackie - Please pass along this suggestion]

Generally, co-branding for Gardena and Pico Rivera was obtained at $1.50 using their grant funds from CalRecycle and ARRA. This funding secured publication and allowed Green Technology to 1) customize extensively the CD for the local community, and 2) enrich the content by adding other stakeholders. This level of funding is not being asked of the communities of South Bay, but a request should still be issued to each COG member indicating that Green Technology will call to arrange a meeting between now and the holidays to discuss the potential of securing **up to $0.50 from grant funding** for the co-brand and customization of the CD to include considerable local content (interviews with local officials and all of the information the City wants to include). We will call each City Manager to set up the meeting. Here is what each City will receive from this contribution:

1. Co-brand of the CD with the City
2. Information about recycling (cans and bottles, and used oil)
3. Information about storm water
4. Information about local economic incentives available to residents
5. Information about other local community programs of each city’s choice
6. Interviews with each councilmember
7. Interviews with select members of staff
8. Dynamic links and content related to each city’s website

In addition, given the position of the City with respect to the management of the LA County Sanitation Districts, we ask their unified assistance to help Green Technology and the SBCCOG request up to $0.50 per unit from the San District to help defray the cost of publication.

I will call you on Monday, Jacki, to discuss this early in the morning. Or you may call me at anytime over the weekend to discuss (213-840-9279).