



Greetings:

As we prepare for the 2014 holidays, please join us in helping to make this season brighter, safer, and more environmentally friendly! We are seeking partnerships to support our annual South Bay Holiday Light Exchange with individuals and corporations who value community relationships and who support environmental efforts. Through this year's exchange we are hoping to reduce 16,000 kwh of electricity.

Each year, the South Bay Cities Council of Governments (SBCCOG) hosts a Holiday Light Exchange for Southern California Edison customers in the South Bay. Hundreds of incandescent lights are permanently removed and replaced with EnergyStar® rated LEDs. Exchanged incandescent light strands are collected for recycling as E-Waste. Each year we run out of lights and leave disappointed people in line. So this year with your help, we hope to reach even more households and share in the recognition with our contributors.

This seasonal event takes place 2 days only: **November 13<sup>th</sup> & 14<sup>th</sup> at the South Bay Environmental Services Center in Torrance.** Each year the media coverage for this event has grown. Last year, media coverage included: KNX radio, CBS Channel 2, KCAL Channel 9 News, USC/Annenberg Cable TV, Torrance City Cable, NTD Chinese cable TV, Torrance CitiCABLE, and postings in Patch for Palos Verdes, Redondo Beach, Manhattan Beach and Hermosa Beach.

As a Holiday Light Exchange – Community Partner, your company name and/or logo will be highlighted during and after the event in a number of ways including: your name on a poster at the exchange event, online presence on website, e-newsletter circulation (to over 12,000 e-mail addresses) throughout South Bay cities, media advertisements, social media posts, YouTube links, and shared at all SBCCOG Board and Committee meetings. **There are three levels in which to participate:**

- **\$1000 (buys 60 boxes)** – Your name and/or camera ready logo (if applicable) prominently placed on all outreach materials and media sources. Your business materials distributed at the SBCCOG November Board and Committee meetings. Exhibitor table during the exchange event and ability to distribute your community outreach / business materials or business cards.
- **\$500 (buys 30 boxes)** – Your name and/or camera ready logo (if applicable) prominently placed on all outreach materials and media sources. Your business materials distributed at the SBCCOG November Board and Committee meetings.
- **\$250 (buys 15 boxes)** – Your name featured on all outreach materials and media sources and your business cards or materials available for distribution during exchange event.

**We are requesting contributions be submitted by October 1<sup>st</sup>, 2014.** We welcome your reply and exchange of ideas. For inquiries call 310-371-7222 or [marilyn@southbaycities.org](mailto:marilyn@southbaycities.org). Learn more about our programs [www.sbesc.com](http://www.sbesc.com) and ways you may benefit.

Best regards,

James F. Goodhart  
South Bay Cities Council of Governments, Chairman