

# Join Us **October 17, 2013** Register Now!

## for the Largest Earthquake Drill in U.S. History.



### The 2013 Great California ShakeOut

On October 17, 2013, at 10:17 a.m., millions of Californians will participate in the sixth annual *Great California Shakeout*. In 2012 more than 9.4 million people participated, and with your help we will involve many more in 2013 and future years!

The ShakeOut is an opportunity for all Californians to get prepared and to practice how to protect themselves during a large earthquake. Families, schools, businesses, government agencies, and many other organizations will practice "Drop, Cover, and Hold On" and review other aspects of their emergency plans. The ShakeOut has also spread across the country and around the world, with 43 states and U.S. territories plus several other countries holding ShakeOut drills on October 17!

The *Great California ShakeOut* is organized by the Earthquake Country Alliance (ECA), a public-private partnership. ECA is administered by the Southern California Earthquake Center at the University of Southern California (USC), in partnership with the California Governor's Office of Emergency Services, California Earthquake Authority, Federal Emergency Management Agency, U.S. Geological Survey, San Francisco Dept. of Emergency Management, Caltech, American Red Cross, Humboldt State University, and many other organizations, schools, and government agencies across California. ECA connects three regional alliances that coordinate local activities: Southern California Earthquake Alliance, Bay Area Earthquake Alliance, and the Redwood Coast Tsunami Workgroup.

### Your Support Makes a Difference!

We are seeking **statewide** and **local** sponsors to help us fulfill our vision for an earthquake and tsunami resilient California. ShakeOut activities provide substantial visibility and recognition for our sponsoring organizations as leaders in promoting earthquake safety.

Your tax-deductible contribution (administered for ECA/ShakeOut by USC) will support:

- statewide coordination of the ShakeOut campaign;
- local educational and recruitment activities (speakers bureaus, workshops, fairs/expos, etc.);
- developing and maintaining resources for all participants and for specific groups;
- college internships for students statewide to support the ShakeOut effort;
- traditional and social media engagement; and/or
- additional activities to be discussed.

The following pages: (1) describe our sponsorship options at the statewide level or specific to each of the eleven California ShakeOut areas; (2) list the benefits provided to sponsors at each level; and (3) show examples of these benefits. This information is also at [www.ShakeOut.org/california/sponsors/info](http://www.ShakeOut.org/california/sponsors/info) where updates may be posted.

The value of in-kind contributions can be negotiated to apply towards attaining your sponsorship level. Additional benefits may also be available depending on sponsorship amounts, including recognition in ShakeOut-specific advertising. Also, while other states have not yet established official sponsorship programs, similar options can be arranged to expand your sponsorship beyond California.

Please contact Mark Benthien at 213-740-0323 or [benthien@usc.edu](mailto:benthien@usc.edu) to discuss your sponsorship options.

*Thank you for your interest in supporting The Great California ShakeOut!*

## Cost per Sponsorship Level (per year)

ShakeOut Areas	Bronze (no limit)	Silver (limit 4 per area)	Gold (limit 3 per area)
Statewide	\$25,000	\$50,000	\$100,000
Shasta Cascade	\$500	\$1,000	\$2,000
North Coast	\$500	\$1,000	\$2,000
Bay Area	\$7,500	\$15,000	\$30,000
Central Valley (Delta)	\$2,500	\$5,000	\$10,000
High Sierra	\$500	\$1,000	\$2,000
Central Coast	\$2,500	\$5,000	\$10,000
Central Valley (South)	\$2,500	\$5,000	\$10,000
Inyo-Mono	\$500	\$1,000	\$2,000
Southern California (West)	\$12,500	\$25,000	\$50,000
Southern California (East)	\$6,250	\$12,500	\$25,000
San Diego	\$3,750	\$7,500	\$15,000



Sponsoring one or more ShakeOut areas is a great way to support your local communities while receiving recognition on both the ShakeOut website and at ShakeOut events in these areas.

The sponsorship fees for each area are based on past ShakeOut participation levels and overall population.

Local sponsors generally have benefits similar to statewide sponsors, but limited to the specific area(s) sponsored (see “Benefits by Category” on next page).

Statewide sponsors receive additional benefits as well as recognition in every ShakeOut area.

All benefits listed can be negotiated.

### Sponsorship Contact

Mark Benthien | Executive Director, Earthquake Country Alliance | 213.740.0323 | benthien@usc.edu

## ShakeOut Sponsorship Benefits (in year of sponsorship)

Generally, recognition (logos, names) will be ranked in size and placement. Logos and names be linked to your website when possible. Examples are shown on the next pages, referenced by letter on this chart:

Benefits by Category	Scope	Bronze	Silver	Gold
<b>ShakeOut Website Recognition</b> (statewide or in your sponsored local areas; letters refer to examples on next page)				
Logo on all CA ShakeOut webpages (A)	Statewide			logo
Logo or name on registration confirmation webpage (B)	Statewide or Local	name	logo	logo
Logo or name on CA ShakeOut Area webpages (C)	Statewide or Local	name	logo	logo
Logo on Sponsors webpage with areas sponsored (D)	Statewide or Local	logo	logo	logo
<b>E-mail Recognition</b> (statewide or in your sponsored local areas; letters refer to examples on next page)				
Logo or name in confirmation emails to registrants (E)	Statewide or Local	name	logo	logo
Logo or name in update emails to registrants (F)	Statewide	name	logo	logo
<b>Social Media Recognition</b> (statewide only at this time)				
Logo or name listed on ShakeOut Facebook page	Statewide	name	name	logo
Special Facebook post about your organization's sponsorship	Statewide	text/logo	text/logo	text/logo
Special tweet(s) recognizing your organization as a sponsor	Statewide	text	text	text
<b>News Media Outreach</b> (statewide or in your sponsored local area)				
Acknowledgement of your sponsorship included in press releases	Statewide or Local		name (statewide)	name
Corporate statement on your letterhead inserted in press kits	Statewide			insert
<b>Downloadable Resources Recognition</b> ( <a href="http://www.shakeout.org/california/resources">www.shakeout.org/california/resources</a> )				
Logo on custom flyers for each ShakeOut category (20+ flyers)	Statewide			logo
Logo on ShakeOut posters	Statewide			logo
Exclusive logo/text on ShakeOut flyers & posters, for your use	Statewide or Local		text/logo	text/logo
Logo/name in ShakeOut PowerPoint presentation	Statewide	name	logo	logo
<b>Event Recognition</b> (statewide or in your sponsored local area)				
Exhibit space at ShakeOut events when available	Statewide or Local	if space available	standard space	premium space
Brief comments by your representative at events or news conferences (if held)	Statewide or Local			comments
Verbal recognition from the podium at events	Statewide or Local	when possible	when possible	priority
Logo/name on banner or poster at ShakeOut events	Statewide or Local	name or logo	logo	logo
<b>Sponsor Appreciation</b>				
Special recognition at ECA regional alliance meeting in your area	Local	1 guest	2 guests	4 guests
Invitations to Statewide Sponsor Appreciation event	Statewide	1 guests	2 guests	4 guests
Certificate of Appreciation	Local	paper	paper	paper
Certificate/Plaque of Appreciation	Statewide	paper	plaque	plaque

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# ShakeOut Sponsorship Benefit Examples

Note: The website has been slightly redesigned since these examples were made, but the general placement of logos or names has not changed. Currently, logos for major ShakeOut organizers also appear at the bottom of ShakeOut pages, but this may be changed depending on number of Gold sponsors, or become sponsors based on their involvement.

(A) Statewide gold sponsor logos on all CA ShakeOut webpages



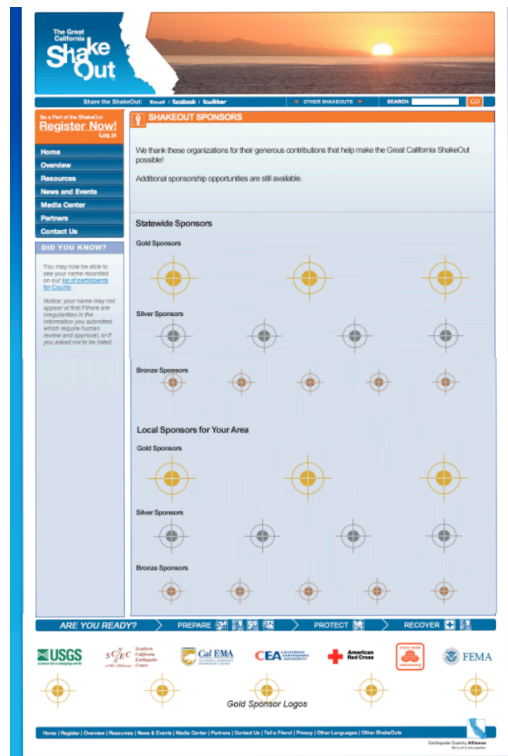
(B) All sponsors on registration confirmation webpages



(C) All sponsors on ShakeOut Area webpages



(D) All sponsor logos on Sponsors webpage



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## (E) Sponsors on registration confirmation emails

From: ShakeOut Information  
Subject: **Thank you for registering!**  
Date: September 4, 2011 5:28:59 PM PDT  
To: info@shakeout.org  
1 Attachment, 126 KB [Save](#) [Quick Look](#)



### REGISTRATION CONFIRMATION

Dear Fred,

Thank you for registering to participate in The Great California ShakeOut!

Please save your access code:

AABBCCDD

If at any time you need to update your information, please go to <http://www.shakeout.org/login/> and enter your email address and your access code.

You can also login by [clicking here](#).

If you have other questions about your registration, or the ShakeOut in general, please e-mail [info@shakeout.org](mailto:info@shakeout.org).

Earthquake Country Alliance

We're all in this together.

#### Links for Los Angeles Registrants

[How Individuals/Family Can Participate](#)

[Los Angeles County Overview](#)

[Los Angeles Information](#)

[Participant Counts from Los Angeles County](#)

[Complete List of Individuals/Family Registrants from Los Angeles County](#)



Gold Sponsor Logos



Silver Sponsor Logos



[Your Bronze Level Link Here](#)

[My New Store](#)

[Earthquake Centers](#)

[Bronze Metals Inc](#)

[Acme Company](#)

[Home](#) | [Overview](#) | [Resources](#) | [News & Events](#) | [Media Center](#) | [Partners](#) | [Contact Us](#) | [Tell a Friend](#)

Earthquake Country Alliance  
We're all in this together.

## (F) Sponsors on update emails to registrants

From: ShakeOut Information  
Subject: **August 2011 ShakeOut Update: 7 million participants!**  
Date: September 4, 2011 5:33:41 PM PDT  
To: info@shakeout.org  
1 Attachment, 558 KB [Save](#) [Quick Look](#)



### Two Months until ShakeOut!

The 2011 Great California ShakeOut on October 20 at 10:20 a.m. is now less than two months away, and already more than **7 million** Californians are now registered to participate! If you have already renewed, thank you!



We know that many of you, especially schools and districts, have been away for the summer or not yet thinking about October, but now is the time to begin getting ready to ShakeOut! If you have not yet renewed your registration for 2011, please **log in** and click the "Register for 2011 ShakeOut" button.

The Shakeout is our chance to practice how to **protect ourselves** when big earthquakes happen, and to get prepared for a quick recovery. Even if you or your organization has participated for several years, we encourage you to participate again. You may have new students, new employees, or other changes in your environment since last year. Many past participants are also practicing additional aspects of their emergency plans this year.



As a reminder, registered participants will:

- Be counted in the largest earthquake drill ever!
- Be included (at your option) on lists of **who is participating** in your area
- Be an example that motivates others to participate and get prepared
- Be updated with ShakeOut news and information about earthquakes and preparedness
- Be provided a customized **2011 ShakeOut Certificate of Participation** to download after the drill

### Who will ShakeOut with you?



A great way to help your community, your employer, and others get prepared, reduce injuries, and speed recovery is to encourage them to register to participate in the Great California ShakeOut. Let them know you are participating and ask them to join you, perhaps by using email, **facebook**, **twitter**, or by placing one of the ShakeOut **web banners** on your website. You can also display posters, distribute flyers, and use materials available on the **ShakeOut Resources** page, including suggested text for newsletters or emails you might send.



Gold Sponsor Logos



Silver Sponsor Logos



[Your Bronze Level Link Here](#)

[My New Store](#)

[Earthquake Centers](#)

[Bronze Metals Inc](#)

[Acme Company](#)

[Like](#)

[California ShakeOut](#)

2,213 followers  
302 tweets  
following 514 people

[follow](#)

[Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Google+](#) [StumbleUpon](#) [Dribbble](#) [Flickr](#) [SoundCloud](#) [Last.fm](#) [MySpace](#) [Reverbnation](#) [Bandcamp](#) [SoundCloud](#) [Last.fm](#) [MySpace](#) [Reverbnation](#) [Bandcamp](#)

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Note: Logos will only be visible if recipient email settings show graphics.

Custom examples of other benefits (flyers, posters, etc.) can be created on request.

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