

The Great Southern California

# Shake Out

## November 12–16, 2008

A week of special events featuring the **largest earthquake drill in U.S. history**, organized to inspire Southern Californians to get ready for big earthquakes and to prevent disasters from becoming catastrophes.

## *Sponsorship Opportunities*

Get Ready to ShakeOut.  
[www.ShakeOut.org](http://www.ShakeOut.org)



Earthquake Country **Alliance**  
*We're all in this together.*

## OVERVIEW

### ShakeOut is One-of-a-Kind

The Great Southern California ShakeOut is a week of special events featuring the largest earthquake drill in U.S. history, organized to inspire Southern Californians to get ready for big earthquakes, and to prevent disasters from becoming catastrophes.

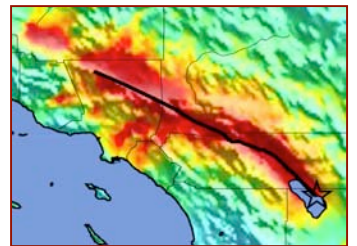
### An Earthquake Drill for the Record Books

At 10 a.m. on November 13, 2008, millions of southern Californians will “Drop, Cover, and Hold On.” Why? An enormous earthquake is our future, and the ShakeOut Drill is our chance to practice what to do when it happens. Individuals, families, businesses, schools and organizations will join firefighters, police officers, and other emergency responders (involved in the statewide “Golden Guardian” exercise) in our largest-ever earthquake preparedness activity. Don’t miss out!



*ShakeOut* is based on a potential 7.8 magnitude earthquake on the southern San Andreas Fault. This type of earthquake occurs in southern California every 150 years on average, and the last was 151 years ago! Dr. Lucy Jones of the U.S. Geological Survey has led a group of over 200 scientists, engineers, and others to study the likely consequences of this enormous earthquake in great detail.

In summary, the *ShakeOut Scenario* estimates this earthquake will cause some 2,000 deaths, 50,000 injuries, \$200 billion in damage and other losses, and severe, long-lasting disruption. The report has regional implications and is a dramatic call to action for preparedness, and is available at [www.ShakeOut.org](http://www.ShakeOut.org).



### The *ShakeOut* includes these main events:

- **ShakeOut Drill** (Nov. 13)
- **International Earthquake Conference** (Nov. 12-14: Presented by the City of Los Angeles - [iec.lacity.org](http://iec.lacity.org))
- **Golden Guardian Emergency Response Exercise** (Nov. 13-19: Emergency managers, fire fighters, and other first responders will practice how they will respond to this large earthquake -
- **Los Angeles Earthquake: Get Ready Rally** (Nov. 14: designed by Art Center College of Design)
- **Take One More Step** (Nov. 14-16: community activities to promote additional preparedness.)

### Organizers and participants of the *ShakeOut* include:

U.S. Geological Survey, Southern California Earthquake Center, FEMA, California Office of Emergency Services, City of Los Angeles, Caltech, Art Center College of Design, University of Southern California, State Farm, California Earthquake Authority, the California Seismic Safety Commission, American Red Cross, and business, schools and governments in Riverside, San Bernardino, Orange, Los Angeles, San Diego, Imperial, Kern, Santa Barbara, and Ventura Counties. *Also, many other members of the Earthquake Country Alliance.*

### Sponsorship Contact

Mark Benthien | Executive Director, Earthquake Country Alliance | 213.740.0323 | [benthien@usc.edu](mailto:benthien@usc.edu)



## HELP US MAKE HISTORY

We are seeking partners to provide resources to fulfill our vision for regional preparedness and awareness on a scale never before seen. Each of the ShakeOut activities, and the public education campaign now through November, will provide substantial visibility and recognition of sponsoring organizations as leaders in supporting public, school, and corporate earthquake safety.

However the real benefits will be achieved when as a result of preparedness actions supported now, your employees, vendors, and customers will experience fewer losses and your organization will be able to recover quickly. The Great Southern California ShakeOut is our opportunity to prepare now as individuals, organizations, and society, in advance of our next major earthquake. We can prevent a disaster from becoming a catastrophe – if we act now.

ShakeOut requires approximately \$2 million to be implemented (however this is less than .001% percent of the losses predicted in the ShakeOut Scenario!). Much of the funds raised will support the public awareness media campaign including traditional PSAs and advertising, online social networking (myspace, etc.), “viral” emails, printed materials, and more. Local school and community preparedness events will also be coordinated.

Sponsorships will also support the City of Los Angeles International Earthquake Conference, which will bring the world’s earthquake experts together with U.S. counterparts to share best practices, and the “Get Ready Rally,” an immersive educational experience for the general public, planned by Art Center College of Design.

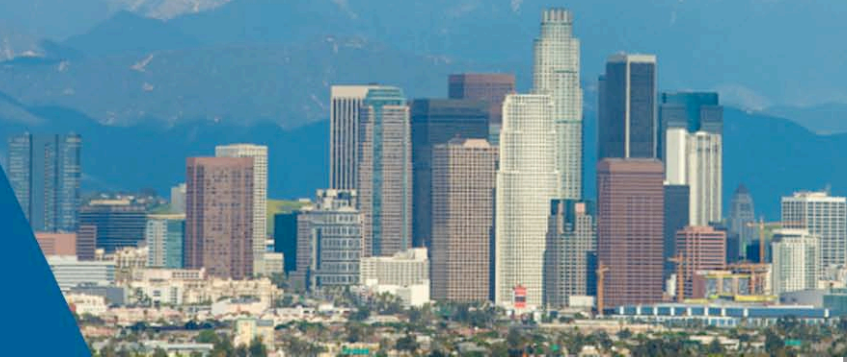
## SPONSORSHIP LEVELS

Financial support as well as equivalent in-kind contributions (printing, advertising, etc.) are welcome. Components of the *ShakeOut* can be supported individually, or sponsors can provide support for all aspects. Benefits for the following sponsorship levels are described in subsequent pages.

Presenting Sponsor	\$500,000	(page 4)
Diamond Sponsors	\$250,000	(page 5)
Platinum Sponsors	\$100,000	(page 6)
Gold Sponsors	\$ 50,000	(page 7)
Silver Sponsors	\$ 25,000	(page 7)
Bronze Sponsors	\$ 10,000	(page 7)

A la carte menu	(page 8)	(For Gold, Silver, and Bronze sponsors)
Sponsorship Application	(page 9)	

### Sponsorship Contact



## **PRESENTING SPONSOR: \$500,000**

(Limited to one sponsor)

Our Presenting Sponsor provides significant support for all ShakeOut activities (public education campaign, ShakeOut Drill, International Conference, Get Ready Rally, etc.) and will be recognized prominently and receive all possible benefits:

### Overall recognition

- “Presented by” credit in all ShakeOut-branded materials

### Recognition and Visibility

- Organization name and logo displayed prominently on all promotional materials including:
  - Outdoor advertising and street banners
  - Television, Radio, and Print advertising
  - Printed materials for schools, businesses, government, and community groups (flyers, posters, etc.)
- Prominent placement of logo/name on ShakeOut website with link to corporate website
- Prominent placement of logo/name on registration website and in referral emails
- Front-cover logo placement on *Putting Down Roots in Earthquake Country* handbooks (1 million+ to be distributed throughout Southern California)
- Front-cover logo placement on *7 Steps to an Earthquake Resilient Business* workbooks (supplement to *Putting Down Roots*, 300,000+ to be distributed throughout Southern California)
- Verbal acknowledgement from the podium at events
- Corporate name and logo on signage at ShakeOut events
- Invitation to exclusive VIP reception on Nov. 11 with international and local dignitaries (ten guests)

### Media

- Prominent recognition in all press releases to national, regional and internet media
- Corporate statement on company letterhead in press kit
- Executive invited to speak at each ShakeOut news conference

### Program Speaker

- Corporate Executive to have opportunity for ten minute podium speech at international conference and earthquake rally events

### Registration

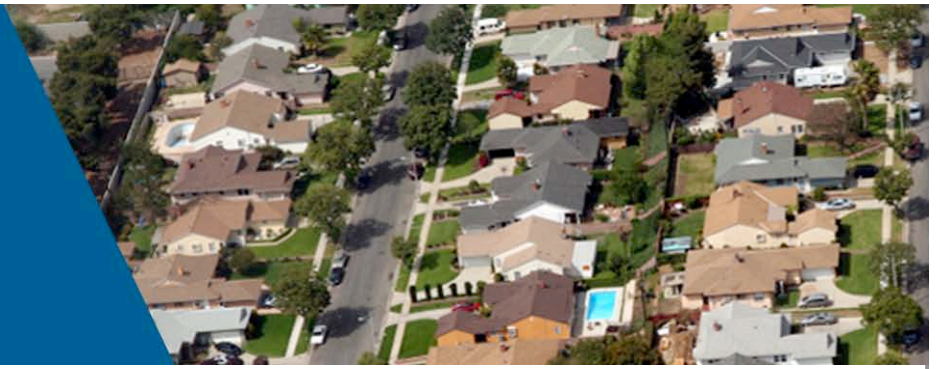
- Ten complimentary tickets to the International Earthquake Conference for sponsor and special guests

### Display Opportunity

- Booth space at ShakeOut events when available

### **Sponsorship Contact**

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



## **DIAMOND SPONSOR \$250,000**

(Limited to four sponsors)

Diamond Sponsors support all ShakeOut activities (public education campaign, ShakeOut Drill, International Conference, Get Ready Rally, etc.) and receive significant recognition and benefits:

### Overall recognition

- “Diamond sponsor” credit level in all ShakeOut-branded materials

### Recognition and Visibility

- Organization name and logo on all promotional materials including:
  - Outdoor advertising and street banners
  - Television, Radio, and Print advertising
  - Printed materials for schools, businesses, government, and community groups (flyers, posters, etc.)
- Prominent placement of logo/name on ShakeOut website with link to corporate website
- Prominent placement of logo/name on registration website and in referral emails
- Front-cover logo placement on *Putting Down Roots in Earthquake Country* handbooks (1 million+ to be distributed throughout Southern California)
- Front-cover logo placement on *7 Steps to an Earthquake Resilient Business* workbooks (supplement to *Putting Down Roots*, 300,000+ to be distributed throughout Southern California)
- Verbal recognition from the podium at events
- Corporate name and logo on signage throughout ShakeOut events
- Invitation to exclusive VIP reception on Nov. 11 with international and local dignitaries (six guests)

### Media

- Prominent recognition in all press releases to national, regional and internet media

### Program Speaker

- Corporate Executive to have opportunity for five minute podium speech at international conference and earthquake rally events

### Registration

- Six complimentary tickets to the International Earthquake Conference for sponsor and special guests

### Display Opportunity

- Booth space at ShakeOut events when available

### **Sponsorship Contact**



## PLATINUM SPONSOR: \$100,000

Platinum Sponsors provide significant support to a component of the ShakeOut (Education/marketing campaign, ShakeOut Drill, International Conference, **or** Get Ready Rally) and will receive the following benefits:

### Overall recognition

- “Platinum sponsor” credit in all ShakeOut-branded materials

### Platinum Sponsorship of a main ShakeOut activity

- Recognition and benefits listed for the chosen activity in the *a la carte* menu on page 8

### Recognition and Visibility

- Corporate name and logo on marketing and promotional materials (to be negotiated) including:
  - Outdoor advertising and street banners
  - Television, Radio, and Print advertising
  - Printed materials for schools, businesses, government, and community groups (flyers, posters, etc.)
- Placement of logo/name on ShakeOut website with link to corporate website
- Back-cover logo placement on *Putting Down Roots in Earthquake Country* handbooks (1 million+ to be distributed throughout Southern California)
- Front-cover logo placement on *7 Steps to an Earthquake Resilient Business* workbooks (supplement to *Putting Down Roots*, 300,000+ to be distributed throughout Southern California)
- Corporate name and logo on stage at start of events
- Recognition on signage throughout ShakeOut events
- Invitation to exclusive VIP reception on Nov. 11 with international and local dignitaries (four guests)

### Media

- Recognition in press releases to national, regional and internet media

### Registration

- Four complimentary tickets to the International Earthquake Conference for sponsor and special guests

### Display Opportunity

- Booth space when available at ShakeOut events

### Sponsorship Contact



## **ADDITIONAL SPONSORSHIP LEVELS**

Sponsors choose from activities listed in the *a la carte* menu on the next page, to create a custom sponsorship package at these levels:

**GOLD SPONSOR: \$50,000**

**SILVER SPONSOR: \$25,000**

**BRONZE SPONSOR: \$10,000**

In addition to the benefits associated with the activities selected, sponsors at these levels will also receive the following:

### Recognition and Visibility

- Placement of logo on ShakeOut website with link to corporate website
- Recognition on logo banner signage at ShakeOut events
- Invitation to exclusive Sponsor and Speaker Appreciation event (2 guests)

### Registration

- Two complimentary tickets to the International Earthquake Conference

### Display Opportunity

- Booth space when available at ShakeOut events

Choose from any combination of the activities listed on the next page to total these sponsorship levels. These activities are subject to availability and other concepts may be developed. Suggestions for additional promotional activities or desired benefits are welcome.

### **Sponsorship Contact**

Mark Benthien | Executive Director, Earthquake Country Alliance | 213.740.0323 | [benthien@usc.edu](mailto:benthien@usc.edu)

## A LA CARTE SPONSORSHIP MENU

<b>ShakeOut Public Education Campaign</b> (logo placement in each activity)		
1	Online/email ShakeOut games (2 available)	\$50,000
2	Television PSA/advertising (4 available; in-kind co-branding possible)	\$50,000
3	Radio PSA/advertising (6 available; in-kind co-branding possible)	\$25,000
4	ShakeOut promotional e-mail campaign (4 available)	\$25,000
5	3,000 window decal/signs recognizing participating businesses (4 available)	\$25,000
6	Billboards (prominent logo placement) (6 available; quantity and location TBD)	\$25,000
7	2,000 "ShakeOut" flashlights (shake to charge) 5 available)	\$10,000
8	Email reminder/update to registered participants (4 available)	\$10,000
9	5,000 ShakeOut fold-out info/coupon "pass it on" booklets (10 available)	\$ 5,000
10	2,500 bottles of water (16.9 oz) to be distributed (with your logo)	\$ 2,500
<b>International Earthquake Conference</b> (logo and proceedings recognition for each activity)		
11	Sponsor a conference lunch (2 available - 11/12 or 11/14)	\$25,000
12	Conference Transportation Sponsor	\$20,000
13	Sponsor a breakout session (includes opportunity to speak at the start of the session)	\$10,000
14	Promotional Item Included in Conference Bag (To be supplied by sponsor)	\$10,000
15	Sponsor a breakfast (3 available) or coffee break (4 available)	\$ 5,000
<b>Downtown L.A. Get Ready Rally</b>		
16	Logo/name in video presentations	\$50,000
17	Logo on banners throughout venue	\$25,000
18	Logo on printed materials	\$25,000
<b>Local Preparedness Fairs</b>		
19	Sponsor a school or local community preparedness fair	\$25,000
20	Corporate name or logo on single event poster (to be coordinated with event)	\$10,000
21	Sponsor the ShakeOut booth at other fairs (\$2,500 per event)	\$ 2,500
<b>Public and Business Booklets</b>		
22	Front-cover logo placement on <i>Putting Down Roots in Earthquake Country</i> handbooks (1 million+ to be distributed)	\$75,000
23	Back-cover logo placement on <i>Putting Down Roots in Earthquake Country</i> handbooks (1 million+ to be distributed)	\$25,000
24	Front-cover logo placement on <i>7 Steps to an Earthquake Resilient Business</i> workbooks (supplement to <i>Putting Down Roots</i> , 300,000+ to be distributed)	\$25,000
25	Back-cover logo placement on <i>7 Steps to an Earthquake Resilient Business</i> workbooks (supplement to <i>Putting Down Roots</i> , 300,000+ to be distributed)	\$10,000

### Sponsorship Contact



## SPONSORSHIP APPLICATION

Thank you for your support of The Great Southern California ShakeOut. Please complete this form to indicate your sponsorship level, and email to [benthien@usc.edu](mailto:benthien@usc.edu) or fax to 213-740-0011. We will then send you an invoice. Questions? Call Mark Benthien at 213-740-0323.

<b>Name:</b>		
<b>Title:</b>		
<b>Organization:</b>		
<b>Address:</b>		
<b>City:</b>		
<b>State:</b>		
<b>Zip:</b>		
<b>Contact Phone Number:</b>		
<b>E-mail:</b>		
<b>Sponsorship amount:</b>	<input type="checkbox"/> Presenting Sponsor	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze  List item numbers here:
	<input type="checkbox"/> Diamond Sponsor	
	<input type="checkbox"/> Platinum Sponsor	
<b>Comments/ Requests:</b>		