



10th Annual Brower Youth Awards

The premier awards honoring bold
young environmental leaders in
North America



ABOUT THE BROWER YOUTH AWARDS

Earth Island Institute established the Brower Youth Awards in 2000 to honor our founder and the legendary environmentalist David R. Brower. The Brower Youth Awards recognizes six young people annually for their outstanding environmental leadership and achievements with a \$3000 cash prize and a trip to California for an awards ceremony, media interviews, and speaking engagements.

QUOTES OF NOTE:

“These young heroes will join with countless students and activists to assume the moral responsibility for a just and ecologically sustainable society. The Brower Youth Awards are the perfect way to celebrate the legacy of David Brower, the greatest conservationist of our time, whose visionary work lives on in the groups he founded and the people he inspired.”

--Nancy Pelosi, Speaker of the House

“David Brower was one of my great heroes, and the winners of the Youth Award named in his honor are his real heirs. I've known many--and they're changing the world.”

--Bill McKibben, author of *End of Nature*, co-founder of Step It Up

“David Brower was a true American hero and visionary. He would be proud knowing that the light he provided is being passed on to another generation of young environmental leaders.”

--Woody Harrelson, actor and environmentalist



WHAT IS THE BROWER YOUTH AWARDS CEREMONY EXPERIENCE?

On October 20th in San Francisco, 900 VIPs, celebrities, community leaders, and individuals from green companies, media outlets, and local schools will gather for the Brower Youth Awards at the historic Herbst Theatre to celebrate the top young environmental leaders in North America.

The popular awards show begins with a VIP Reception in the Green Room featuring organic delicacies with members of the San Francisco Bay Area eco-glitterati, sponsors, and honorary hosts.

The Brower Youth Awards Ceremony is an unforgettable experience that showcases hope for a sustainable future and features the stories and words of the BYA awardees, prominent performers, videos, a David Brower short, eco-celebrities, and more. In 2008, the awardees received no less than 13 standing ovations, and guests reported that it was the most inspirational and uplifting environmental event of the year.

The festive Dessert Reception follows the ceremony and enables the 900 guests to enjoy delicious desserts, organic coffees and teas, and the opportunity to meet both the Earth Island Institute's portfolio of 48 entrepreneurial environmental projects and the Brower Youth Award winners.

The Brower Youth Awards is a superb and unique platform to promote companies that care about the planet, green products and services, and youth-oriented products to conscious modern consumers who are inspired by stories of effective environmental change.



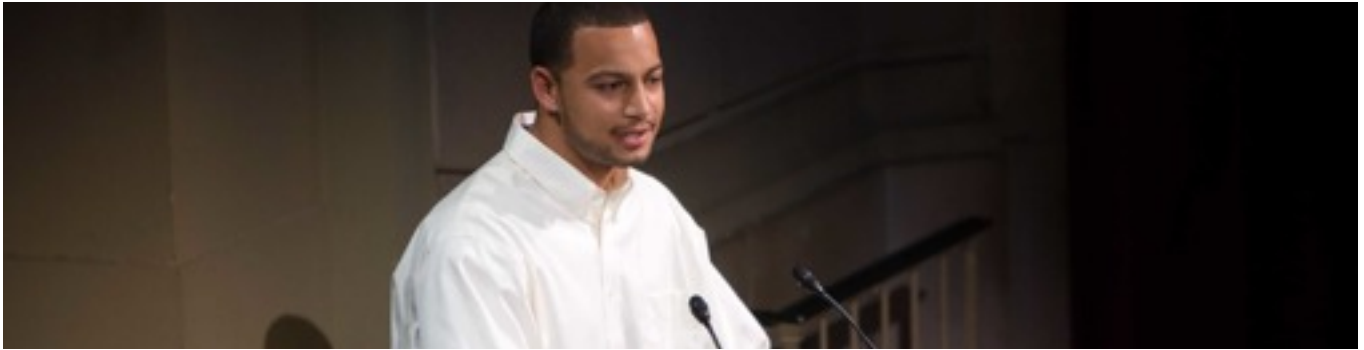
BROWER YOUTH AWARDS SPONSORS HAVE INCLUDED:

- ClifBar
- Esurance
- Visa
- As You Sow
- Active Ingredients
- Center for Ecoliteracy
- Ecofabulous
- Shift Energy Drink
- Rockwood Leadership Program
- Alter Eco Fair Trade
- Mission Playground



BROWER YOUTH AWARDS IN-KIND DONORS HAVE INCLUDED:

- Annie's Pasta
- Back to Earth Catering
- Blair Goodwin Gallery
- Mendocino Farms
- Dagoba Chocolates
- Kleen Kanteen
- Gaia Napa Valley Hotel and Spa
- Greens Restaurant
- JetBlue Airways
- Izze Beverage Co.
- Method: Home
- New Leaf Paper
- One Inch Round
- Ready Copy Service
- Red and White Fleet San Francisco
- REI San Francisco
- TheGreenOffice.com
- Trader Joe's, North Beach
- Native Energy
- Organic Vintners
- Ready Copy Service
- Bentley Prince Street Floor Coverings
- Comet Skateboards
- Tween Beauty Products
- Waldeck's Office Supply



PAST EMCEES INCLUDE:

- **Julia Butterfly Hill**
Author, activist, and founder of Circle of Life Foundation
- **Van Jones**
Lawyer and founder of Ella Baker Center for Human Rights and Green For All
- **Michael Franti**
Musician and international performer
- **Adrienne Maree Brown**
Executive Director, Ruckus Society

PAST WINNERS INCLUDE:

- **Billy Parish (2004)**
Founder, Energy Action Coalition
- **Matt Ewing (2000)**
Director of Operation Democracy, MoveOn.org
- **May Boeve (2006)**
Co-founder, Step It Up 2007
- **Jared Duval (2001)**
Former National Director, Sierra Student Coalition
- **David Karpf (2000)**
Board of Directors, Sierra Club



BYA WINNERS MEDIA COVERAGE

25 million people reached in 2008. More than 100 media outlets have covered the Brower Youth Awards including:

- Newsweek
- National Public Radio
- The San Francisco Chronicle
- Teen People
- MSNBC
- Latina
- The Christian Science Monitor
- The Washington Post
- San Francisco Chronicle
- Treehugger.com
- Sierra Club Radio and Sierra Magazine
- Grist Magazine
- Outside Magazine
- Field & Stream
- Time for Kids
- Ode
- Martha Stewart's Body & Sou
- National Geographic's Nature's Best Photography by Kids

Media sponsors have included:

- Benefit Magazine
- Treehugger
- 7 x 7
- Plenty



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

PRESENTING SPONSOR of Brower Youth Awards & Earth Island New Leaders Initiative (1) \$100,000

- 20 VIP tickets to the event including VIP Reception with reserved table seating and Most Preferred VIP Seating at the awards show
- Dedicated brand showcase at the event
- On-stage credit with logo projection in the theater
- Recognition as Presenting Sponsor with name and logo featured in invitations, tribute program, event signage, Web site, promotion, press releases, and media outreach (expected reach > 1 million)
- Ongoing recognition as Presenting Sponsor of the larger Earth Island New Leaders Program for the entire 2009 year
- Photo opportunities with BYA winners and honorary hosts
- Inside front or back cover full-page color ad in tribute program
- Presenting Sponsor Web link from BYA Web site
- Product and brand inclusion in VIP Gift Bags
- Exhibitor table at the Reception
- Full-page color ad in 4 issues of award-winning Earth Island Journal magazine (+60K impressions) and a multi-year subscription
- Additional benefits can be explored and customized



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

TITLE SPONSOR of Brower Youth Awards (1) \$50,000

- 16 VIP tickets to the event including VIP Reception with reserved table seating and Most Preferred VIP Seating at the awards show
- Dedicated brand showcase at the event
- On-stage credit with logo projection in the theater
- Recognition as Title Sponsor with name and logo featured in invitations, tribute program, event signage, Web site, promotion, press releases, and media outreach (expected reach > 1 million)
- Photo opportunities with BYA winners and honorary hosts
- Inside front or back cover full-page color ad in tribute program
- Title Sponsor Web link from BYA Web site
- Product and brand inclusion in VIP Gift Bags
- Exhibitor table at the Reception
- Full-page color ad in 2 issues of award-winning Earth Island Journal magazine (+30K impressions) and a multi-year subscription
- Additional benefits can be explored and customized



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

PLANET EARTH SPONSOR (1) \$25,000

- 12 VIP tickets to the event including VIP Reception with reserved table seating and Preferred VIP Seating at the awards show
- On-stage credit
- Recognition as Planet Earth Sponsor with name featured in invitations, tribute program, event signage, Web site, promotion, press releases, and media outreach
- Photo opportunities with BYA winners and honorary hosts
- Full-page color ad in tribute program
- Planet Earth Sponsor Web link from BYA Web site
- Product and brand inclusion in VIP Gift Bags
- Exhibitor table at the Reception
- Full-page ad in 2 issues of award-winning Earth Island Journal magazine (+30K impressions) and a multi-year subscription



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

PLANET EARTH – FILM VIDEO SPONSOR (1) \$25,000

- Dedicated underwriting of the 6 popular short films and videos created about each of the Brower Youth Award winners
- Recognition as Film Video Sponsor in each of the films that debut at the Awards Show, are featured at film festivals and green conferences, and are posted online at YouTube, CurrentTV, MySpaceTV, the BYA Web site, and more.
- All of the Planet Earth Sponsor benefits above



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

GREEN HERO SPONSOR (1) \$10,000

- 10 VIP tickets to the event including VIP Reception with reserved seating and VIP Seating at the awards show
- Recognition as Green Hero Sponsor with name featured in invitations, tribute program, event signage, Web site, and promotion
- Photo opportunities with BYA winners and honorary hosts
- Half-page color ad in tribute program
- Green Hero Sponsor Web link from BYA Web site
- Half-page ad in 1 issue of award-winning Earth Island Journal magazine and a multi-year subscription



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

GREEN HERO – WINNERS WEEK SPONSOR (1) \$10,000

- Dedicated underwriting of the celebrated Brower Youth Award Winners' Week, during which the awardees tour by biodiesel bus, participate in media interviews, speak at the prestigious Bioneers conference and to Bay Area schools, and walk in the conservation footsteps of David Brower at Point Reyes National Seashore
- Opportunity to collaborate on the creation and marketing of a speaking engagement or community service project in the SF Bay Area with the sponsor's employees, BYA community, and the media
- Recognition as Winners Week Sponsor with signage at speaking and tabling events during the week including the Bioneers conference
- All of the Green Hero Sponsor benefits above



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

GREEN HERO – DESSERT RECEPTION SPONSOR (1) \$10,000

- Dedicated underwriting of the festive and popular Dessert Reception following the Awards Show during which all 900 guests enjoy delicious desserts, organic coffees and teas, and the opportunity to meet the Brower Youth Award Winners
- Recognition as exclusive sponsor at the Dessert Reception
- All of the Green Hero Sponsor benefits above

GREEN HERO – ONLINE SPONSOR (1) \$10,000 or in-kind

- Dedicated underwriting or Web development assistance for the new multimedia features of the next generation Brower Youth Awards Web site which could include audience voting, contests, maps, deeper community, or embedded videos
- Powered by recognition online for the new features
- All of the Green Hero Sponsor benefits above



BROWER YOUTH AWARDS SPONSOR LEVELS AND BENEFITS

GREEN PATRON SPONSOR \$5,000

- 8 VIP tickets to the event including VIP Reception with reserved seating and VIP Seating at the awards show
- Recognition as Green Patron Sponsor with name featured in invitations, tribute program, and Web site
- Half-page black-and-white ad in tribute program
- 1 year subscription to the award-winning Earth Island Journal

GREEN ALLY SPONSOR \$2,500

- 4 VIP tickets to the event including VIP Reception and VIP Seating at the awards show
- Recognition as Green Ally Sponsor with name featured in invitations, tribute program, and Web site
- Quarter-page black-and-white ad in tribute program
- 1 year subscription to the award-winning Earth Island Journal

BLUE DOLPHIN SPONSOR \$1,000

- 2 VIP tickets to the event including VIP Reception and VIP Seating at the awards show
- Recognition as Blue Dolphin Sponsor with name featured in invitations, tribute program, and Web site

SPONSORSHIP PLEDGE

Yes, We will participate as a Sponsor of the 10th Annual Brower Youth Awards at the level of:

- | | | |
|--------------------------|--|-----------|
| <input type="checkbox"/> | Presenting Sponsor | \$100,000 |
| <input type="checkbox"/> | Title Sponsor | \$50,000 |
| <input type="checkbox"/> | Planet Earth Sponsor | \$25,000 |
| <input type="checkbox"/> | Planet Earth Film Sponsor | \$25,000 |
| <input type="checkbox"/> | Green Hero Sponsor | \$10,000 |
| <input type="checkbox"/> | Green Hero - Winners Week Sponsor | \$10,000 |
| <input type="checkbox"/> | Green Hero - Dessert Reception Sponsor | \$10,000 |
| <input type="checkbox"/> | Green Hero - Online Sponsor | \$10,000 |
| <input type="checkbox"/> | Green Patron Sponsor | \$5,000 |
| <input type="checkbox"/> | Green Ally Sponsor | \$2,500 |
| <input type="checkbox"/> | Blue Dolphin Sponsor | \$1,000 |

Name of company and/or individual(s) as it should appear in the program:

Donor Name/Company _____ **Date** _____
Mailing Address _____ **City** _____
State _____ **Zip** _____ **Phone (____)** _____ - _____
Fax (____) _____ - _____ **email** _____
Signature _____

Amount enclosed: \$ _____

Please check one:

- Check
 Visa MasterCard American Express Discover

Account number: _____ Expiration date: _____

Signature: _____

If paying by check, please make it payable to: Earth Island Institute.

Please return this completed form before September 1 to:

Brower Youth Awards

Attn: Sharon Smith
2150 Allston Way, Suite 460
Berkeley, CA 94704
Tel: 510-859-9144 • Fax: 510-859-9091

Thank you very much for your support of Earth Island Institute's Brower Youth Awards and New Leaders Initiative.

* Contributions to Earth Island Institute, a 501(c)(3) public-benefit organization, are tax-deductible to the fullest extent allowed by law. A thank you letter will be sent to you for tax purposes. No tickets will be mailed. Names will be on a guest list at the door. Please make a copy of this form for your records.

PROGRAM ADVERTISEMENT

Yes, I want to place an ad in the Earth Island Institute's 10th Annual Brower Youth Awards Program

The ad rates are:

Full-inside page ad	5.5" x 8.5"	Color	\$500
Full-inside page ad	5.5" x 8.5"	B&W	\$250
Half-page ad	5.25" x 4"	B&W	\$100

Artwork specifications: Please submit full-color or black-and-white art for your ad. All ads should be sent electronically to Sharon Smith, sharonsmith@earthisland.org. If the file size for the ad is too large to email, please mail a CD to Earth Island Institute at our contact details listed below.

Please note that the very latest date that ad art can be received is September 1, 2009. .PDF, .EPS or .JPG file formats are all acceptable. Please free to contact Sharon if you have any questions.

Name/Company _____ **Date** _____
Mailing Address _____ **City** _____
State _____ **Zip** _____ **Phone (____) _____ - _____**
Fax (____) _____ - _____ **email** _____
Signature _____

Amount enclosed: \$ _____

Please check one:

- Check
 Visa MasterCard American Express Discover

Account number: _____ Expiration date: _____

Signature: _____

If paying by check, please make it payable to: Earth Island Institute.

Please return this completed form with artwork before September 1 to:

Brower Youth Awards
Attn: Sharon Smith
2150 Allston Way, Suite 460
Berkeley, CA 94704
Tel: 510-859-9144 • Fax: 510-859-9091

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