



CLEAN AIR
PARTNERS

Marketing and Outreach
2022 Summer and Fall Preview

2022 Air Quality Awareness Week

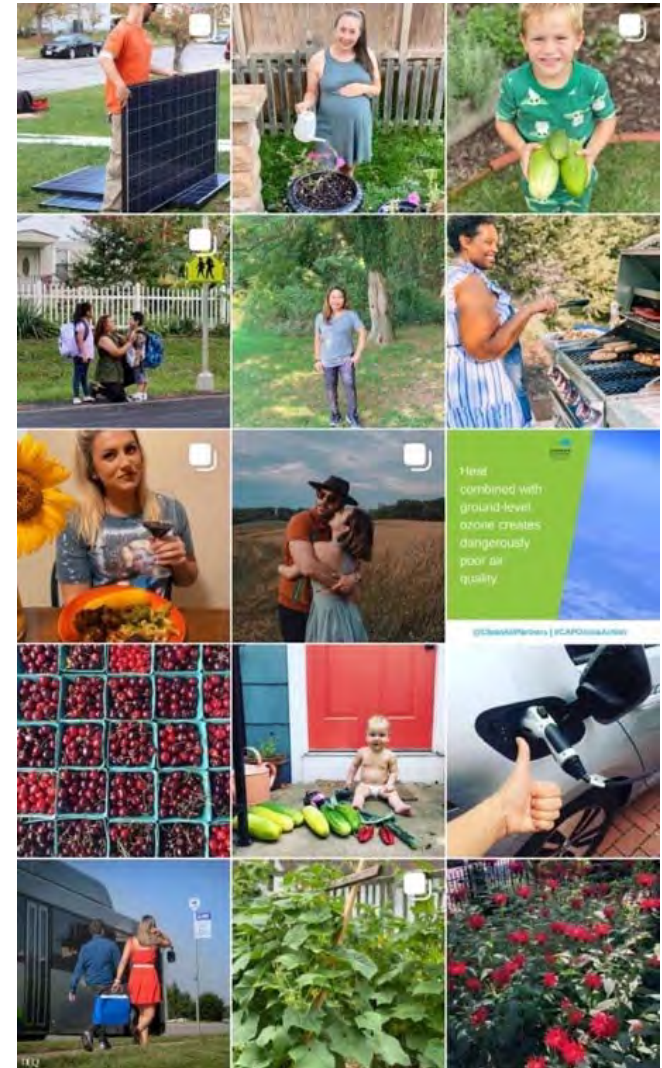
May 2-6, 2022

- Landing Page on CleanAirPartners.net
- Dedicated campaign hashtag: #CAPairweek
- Content Calendar: Posting on Facebook, Twitter and Instagram
 - Promote the week of activities ahead of Air Quality Awareness Week
 - Prompt the social media audience to take part in our Air Quality Awareness Week activities
 - Share related content from board member organizations and partners
- Daily Social Media Challenge: easy prompts for text responses and photos that users are likely to already have on their phones.
- Toolkit for board member organizations and partners to encourage #CAPairweek messages optimally in their own social media voice.
- Outreach to meteorologists.
- Monitor the dedicated hashtag and engage with community members who respond to the prompt by liking and positively commenting on their posts. Share particularly strong user generated content.

AQAW Digital Ambassadors

- Social media influencers as Digital Clean Air Ambassador team
- Create content promoting:
 - CAP clean air tips
 - AQAW week themes
 - Ozone season
- Influencer content approved by CAP and shared on owned channels

May 2-6, 2022



2022 Air Quality Awareness Week

May 2-6, 2022

MONDAY, MAY 2nd – PLANT CLEANER AIR

- *Tell us what's in your garden this year!*

TUESDAY, MAY 3rd – ASTHMA AND YOUR HEATH

- *Share your story of why clean air is important to you.*

WEDNESDAY, MAY 4th – SENSORS AND THE AIR AROUND US

- *Tag your favorite local meteorologist.*

THURSDAY, MAY 5th – LOCAL FLAVOR

- *Where do you get your local produce? Tag your favorite farmers' market!*

FRIDAY, MAY 6th – CLEAN AIR TRANSPORT

- *We challenge you to go car free or car light this weekend! Tell us your favorite form of cleaner air transportation – walking, bicycle, scooter, metro, train, bus, or EV.*

Air Quality Awareness Week 2022

Why is clean air important to you?

#CAPAirWeek

@CleanAirPartner



Air Quality Awareness Week 2022

Who is your favorite meteorologist? Tag them below!

#CAPAirWeek

@CleanAirPartner

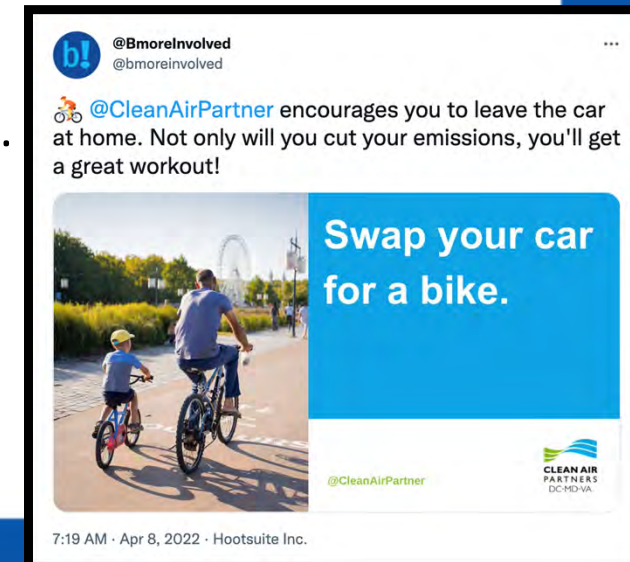


Social Media Owned Channel Management

- Our owned content continues to reach our small engaged audience, focusing more on opinion leaders who in turn help us reach the general public.
- Focus on amplifying influencer, meteorologist and partner posts incorporating Clean Air Partners content. Monitor each weekday for posts about our message and share/retweet and engage.
 - Creating partner content allows us to achieve dual objectives without increasing work/cost: we get reach and engagement on our message while also strengthening relationships with partners.
- Instagram page launched.
- Standardized handle: @CleanAirPartner across all platforms.

Monthly Partner Content

- Creating and distributing partner content allows us to achieve dual objectives without increasing work: we get reach and engagement on our message while also strengthening relationships with partners.
- Create a monthly partner content toolkit with up to 8 posts each month, each with:
 - A Clean Air Partners tip to help reduce pollution.
 - A mention of Clean Air Partners both in the text and on the graphic.
 - Ensure graphic options optimized for all platforms.
 - Tie content to upcoming timely moments if available.
- DM to partners in addition to Clean Air Partners sending via email.
- Monitor for posting and engage from @CleanAirPartner.



 **MD Environment** ✓
@MDEnvironment

 **#ProTip:** Looking for new home appliances?
@CleanAirPartner encourages you to purchase appliances with the Energy Star label to save money on your energy bill and reduce pollution.



Energy-efficient appliances save money.

 CLEAN AIR PARTNERS DC-MD-VA

@CleanAirPartner

ALT

8:01 AM · Apr 3, 2022 · Buffer

 **@BmoreInvolved**
@bmoreinvolved

 @CleanAirPartner encourages you to leave the car at home. Not only will you cut your emissions, you'll get a great workout!



Swap your car for a bike.

 CLEAN AIR PARTNERS DC-MD-VA

@CleanAirPartner

7:19 AM · Apr 8, 2022 · Hootsuite Inc.

Meteorologist Outreach

- Update meteorologist outreach list.
- Reach out to meteorologists in real time ahead of key air quality days (e.g. code orange, code red, weekend forecast, etc.).
 - Develop custom, branded graphics that meteorologists can share on their feeds and, potentially, during broadcast.
 - Include tips alongside warning graphics for how residents can contribute to good air quality.
- Reach out regularly aligned with the contact preferences in the meteorologist list with the weekend air forecast.
- Engage meteorologists to promote Air Quality Action Week and Ozone Action Month.



Media Relations

- Develop Ozone Season / summer campaign materials (news release, advisory, b-roll, etc.) that will be pitched/deployed based on media landscape throughout the summer, with emphasis in August for Ozone Action Month and events.

Ozone Action Month

August 2022

- Eco-driving events with the “car bubble” emissions demo (2)
- Pop-up events (4)
- Social media content
 - Tips to reduce ground level ozone
 - Dedicated campaign hashtag #CAPOzoneAction
 - Expanded partner toolkit
- Media pitching
- Fundraising



OAM Eco-Driving Events (2)

August 2022

- Ozone Action Month Eco-Driving Events
 - Car-bubble demo, digital trivia quiz, sandwich board signage, selfie wall, and Polaroid photo consumer take-aways
 - 2 Brand Ambassadors running the interactive elements of the exhibit
- These two events will occur during Ozone Action Month in August, one in DC area and one in Baltimore area



OAM Pop-up Events (4)

August 2022

- “The Pop-Up” event will include
 - Selfie wall and Polaroid photo take-aways (up to 100 photos)
 - Tire-pressure demo
 - Clean/dirty air filter display
 - Tent, table for hand-outs, signage
 - 1 Brand Ambassador running the interactive elements of the exhibit
- Events will occur at various farmers’ markets and/or other similar community events.



Fundraising: Ozone Action Month Events

Levels	\$1,500 Package	\$5,000 Package	\$12,500 Package
# Available	Multiple	Multiple	Single
Perks	<ul style="list-style-type: none"> - Logo on sandwich boards at the events - Logo on large screen every four digital quiz questions - Inclusion on social media posts - Logo on E-blast - Logo placement on website 	<ul style="list-style-type: none"> - Previous perks - Physical presence at Car Bubble events (table, handouts, giveaways) 	<ul style="list-style-type: none"> - Previous perks - Logo on Car Bubble - Larger logo on boards - Branding on polaroid photo giveaways and stickers - Logo on all question screens - Special quiz questions - Spokesperson at event + media pitching - Additional branding - Series of social media posts

Fundraising: Ad-Hoc Events

Year Round

Bring the Eco-Driving “Car Bubble” Exhibit to Your Event!

Starting at \$10,000* for a 4-6 hour indoor event

- Full “Bubble” event components, including:
 - “Car-bubble” emissions demonstration
 - Digital quiz
 - Selfie wall
 - Sandwich board signage
- 2 Brand Ambassadors running the interactive elements of the exhibit
- 1 tech support staff on-site throughout event
- Load-in, set-up and load-out time before and after the 4-hour event



** Additional fees apply for branded components, location fees, outdoor site, extra hours, etc.*



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THANK YOU