



Website Sponsorship Program

WestStart-CALSTART is proud to announce the **CleanCarMaps.com** website sponsorship program. We are offering your company the opportunity to become a sponsor of this unique website. Sponsorship offers you a cost-effective marketing venue for your company's products and services while providing **CleanCarMaps.com** with additional resources to further enhance and expand the effectiveness and reach of the sites.

Why Should Your Company Become a CleanCarMaps.com Sponsor?

CleanCarMaps.com is a valuable place to reach potential customers and important decision-makers with your message. Visitors to this website already have an interest in alternative fuels. They are looking for the solutions to alternative fuels-related issues and are often looking for products or services to help them. Your product or service could be just what they are looking for! Your sponsorship gives you the chance to highlight your company's name, product/service or message to these potential customers at this most critical time. In addition, it communicates that your company is a leader in the alternative fuel industry and supports its outreach programs. Sponsorship will help to maintain and enhance the **CleanCarMaps.com** website and support other outreach activities essential to the industry.

CleanCarMaps.com attracts a diversity of visitors with over 172,000 pages viewed yearly. Visitors include private and municipal fleets, government officials, transit operators, individual alternative fuel vehicle (AFV) drivers and others interested in alternative fuel stations, alternative fuel vehicles, and fuel suppliers. We have developed a list of individuals interested in seeing the alternative fuels industry grow. Who are "**CleanCarMap.com Crusaders**"- crusaders include visitors to the site, AFV drivers, industry leaders and stakeholders with the sole purpose to share information and help the industry. Help us move the industry forward and become a Sponsor of **CleanCarMaps.com** today!

About CleanCarMaps.Com

One of the key barriers to the widespread adoption of alternative fuel vehicles is both the lack of refueling locations and a dearth of information about where and how to find them. The need for a single resource for alternative fueling station information is critical, due to the minimal amount of stations as compared to the number of conventional gasoline stations. Also, operational hours, and access of these stations vary from that of conventional gas stations. **CleanCarMaps.com** is an important and FREE public tool that encourages the use of AFVs by assisting with locating fueling stations.



CleanCarMaps.com also provides information on alternative fuel distributors and alternative fuel vehicles.

CleanCarMaps.com is a web-based poly-fuel resource for finding alternative refueling stations, the operating status of these stations, payment methods, driving directions, and other related information. It is the primary and most comprehensive information source for clean fuel stations in California, Nevada and Arizona. Fuels listed include electric inductive small & large paddle, electric conductive, compressed natural gas (CNG), liquefied natural gas (LNG), liquefied petroleum gas (LPG), biodiesel, ethanol, hydrogen and methanol.

To make finding alternative vehicle refueling stations even easier, WestStart-CALSTART has teamed with Automobile club of Northern California, Automobile club Nevada and the Automobile Club of Southern California to provide support to AFV drivers while they are on the road. If an AFV driver finds himself low on fuel he NOW has two numbers to call for an operator to direct him to the nearest refueling station! (This is a FREE service and – no membership required), For AFV stations in Northern California and Nevada call 1-800-861-7759, for AFV stations in Southern California call 1-800-400-4AAA [4222]. **No other website provides this service. CleanCarMaps.com is also the only real time station listing website updating information on a daily basis.**

What Does Sponsorship Cost?

Five levels of annual sponsorship offer you flexibility for maximum marketing exposure on **CleanCarmaps.com**. They are:

- Platinum \$10,000 per year
- Gold \$7000 per year
- Silver - \$4000 per year
- Bronze - \$2500 per year
- Customization level

Sponsor Benefits

Platinum Sponsors will receive

All the benefits of the Gold, Silver and Bronze sponsors including

1. Your logo and link placed on every page of CleanCarMaps.com
2. An article or special message highlighting your organizations alternative fuel work and services on our electronic newsletter sent to CleanCarMaps.com Crusaders, industry leaders and government officials.



Gold Sponsors will receive

All the benefits of both the Silver and Bronze sponsors including

1. Your logo with link placed on the home page of CleanCarMaps.com
2. Opportunity to post up to two distinct banner* advertisements on CleanCarMaps.com
3. A higher level of recognition and visibility on website and all material produced for Clean Car Maps
4. Recognition as sponsor on electronic newsletter sent to CleanCarMaps.com Crusaders
5. Description of your organizations current alternative fuel activity on Sponsor section webpage

Silver Sponsors will receive:

All the benefits of Bronze Sponsors including

1. Opportunity to post one distinct banner* advertisement on CleanCarMaps.com
2. Your logo with link on webpage of your choice (does not include home page)
3. Recognition of sponsorship on all web site-related emails to CleanCarMaps.com Crusaders
4. Summarized description of your organization on "Sponsor" section of CleanCarMaps.com

Bronze Sponsors will receive:

1. Your company information listed and linked in a prominent position on the Information section of CleanCarMaps.com
2. Your Logo on CleanCarMaps.com brochure
3. Your Logo and link on Sponsor section of CleanCarMaps.com
4. Your organization promoted at events that CleanCarMaps.com exhibits at and attends
5. Recognition as sponsor on electronic newsletter sent to CleanCarMaps.com Crusaders

Customized level

You can also choose to sponsor at a customized level. Let us know what you want for your sponsorship of CleanCarMaps.com and we will work with you to find the best options for your organization.

Banner advertisements will run on all **CleanCarMaps.com pages with the exception of the home page and selected fueling stations pages. The banner can be linked to a web page of your choosing, including the **CleanCarMaps.com** sponsorship listing.*

For more information please contact Monica Alcaraz at 626-744-5655 or at malcaraz@weststart.org