

ema



2024
Partnership Deck

Environmental Media Association

Founded in 1989, the Environmental Media Association 501(c)(3) (EMA) has become THE voice of the environment. For over 35 years, EMA has successfully used the power of entertainment and storytelling to shine a light on the issues that affect our planet.

Through its program work, social media campaigns and high-profile events, EMA is able to reach billions each year with messaging focused on solutions. Further, its deep connection to Hollywood allows EMA's positive voice to reach families and individuals other organizations and the business community cannot.

EMA tells the story of our planet in an authentic, hopeful, and inclusive way, which allows us to reach the global public moving us into the sustainable economy in an empowering and proactive way.



Debbie Levin

CEO, EMA

Debbie Levin CEO, EMA Since taking over the organization in 2000, Debbie Levin has been singular in harnessing the power of the media and entertainment communities to pioneer a high-impact model of social activism, utilizing storytelling and message development to drive awareness into action and solutions. Through 24 years as the CEO of EMA, she has expanded the organization to serve as a leading tool to connect industries, brands, influencers, and entrepreneurs to collaborate, advocate, and drive action, empowering individuals AND the corporate world. The organization has grown into a diverse subsection of entertainment industry tastemakers, entrepreneurs in finance and technology, and green icons dedicated to promoting environmental progress and innovations through celebrity role modeling, campaign work, year-round programs, and our large-scale annual events. Debbie has the pulse on the millennial generation, understanding their thirst for transparency, willingness to be educated as consumers, and the strong desire to maintain the earth's natural resources and embrace new technology, ideas, and the exploding green economy. The consummate connector within the global celebrity world and the corporate and sustainability communities, Debbie is authentically the iconic persona and voice clearly embracing and educating the sustainable lifestyle. Honored for her work by receiving the inaugural 2014 UN First Ladies Fashion 4 Development Eco Award; in 2018, the Recyclápolis International Environmental Award in Chile presented by the Chilean Minister of the Environment; the ThinkWatts Foundation Award; and, in 2024, the Environmental Working Group will honor Debbie at their annual fundraiser.



K. Asher Levin

Creative Director, EMA

With over 20 years of experience in entertainment and NGO's, Levin has steered multiple films as a director, writer and producer, co-founded powerhouse digital media content studio, BRAT, created hit shows for Snap, Facebook Watch and Studio71's hit podcast "the Shadow Diaries" and worked on campaigns and branded content for Toyota, H&M, YouTube and many more.

Along with production, Levin has worked in the non-profit space for two decades creating campaigns and branded content for The Sierra Club, World Wild Life Fund, The Wilderness Society, BOLD Nebraska, League of Conservation Voters and many more.

Working as Creative Director at The Environmental Media Association, Levin has helped steer all content and marketing as well as produce annual events, IMPACT (a two day business summit), and the thirty year old, iconic, Environmental Media Awards.

Levin prides his success on diverse projects, strong relationships and creative collaborations with well known on-screen talent.







EMA Programs

Why support EMA's programs?



Since 1989, EMA has led the environmental movement in the entertainment industry and pop culture. We believe compelling and relatable climate messaging focused on solutions will inspire more people to get involved. Unfortunately, we are competing against misinformation campaigns, fossil fuel interests, and denialism. That's why we need you!

Climate messaging focused on hope has never been more urgent, and we are falling behind the millions the major polluters spend annually on misinformation campaigns.

Your Support Allows EMA to:

- Host two of the most high-profile annual environmental events
- Reach tens of millions on social media through consistent content creation
- Reimburse creators and artists for blogs, videos, and more
- Assist hundreds of artists, from student filmmakers to studio showrunners, achieve our EMA Green Seal for sustainable production
- Allow students and young activists to attend EMA events so the movement is more inclusive and equitable
- Help EMA expand its impact to new venues and events including New York Climate Week



EMA's Social Network



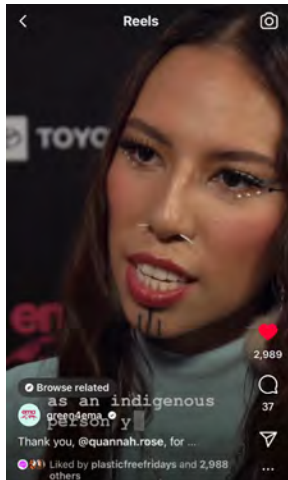
Reaches millions with green messaging focused on solutions!

Utilizing an incredible network of influencers, EMA is able to reach a vast audience with its social media campaigns. A unique opportunity for brands to tell their stories of sustainability.

EMA Videos

24.5M+

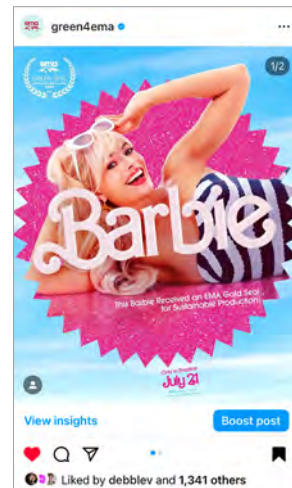
Vertical Video Views since 2022



EMA Graphics

2,000

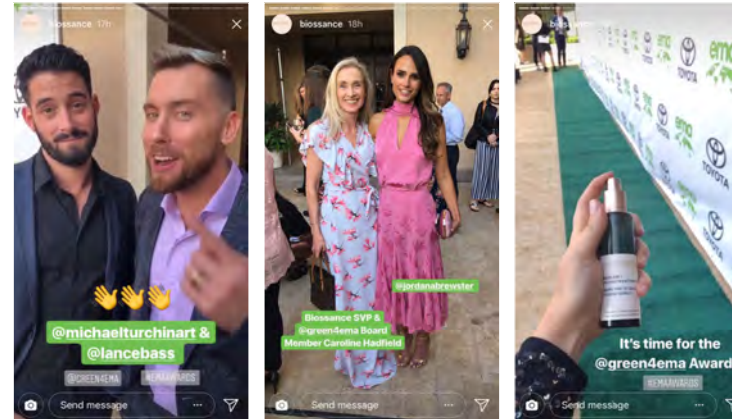
EMA Graphics Average likes per post on IG



Behind The Scenes

Our partners capture great content with exclusive behind the scenes access at our events.

Case study: **Biossance**



122M

COLLECTIVE SOCIAL REACH OF EMA BOARD

 **90K**

 **27K**

 **230K**

 **7.2K**

EMA Celebrity Influencers

Love to Share Our Messaging



Cara Delevingne



Karrueche Tran



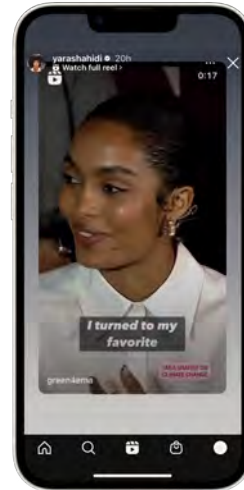
Maggie Baird



Madelaine Petsch



Eric Christian Olsen



Yara Shahidi



David Spade



Rosario Dawson



Quannah Rose



EMA Awards

The Annual EMA Awards Gala
Natalie Portman at the 2010 EMA Awards

ema AWARDS

EMA hosted its 33rd annual EMA Awards at the beautiful and sustainable Las Palmas Sunset Studios, presented by Toyota Motor North America. EMA honored the iconic Laura Dern with our Ongoing Commitment Award, with Sheryl Crow giving a compelling performance in Laura's honor. The event, hosted by EMA Board Member Lance Bass, Cheri Oteri, and Melissa Peterman, received 40 Billion traditional media impressions and another 77 million social media impressions.

The EMA Awards showcased how Hollywood events can go green with a fully vegan meal, solar-powered trailers, zero-emissions arrivals, and more! Many green icons, including Jane Fonda, Rainn Wilson, Ian Somerhalder, and Stephanie Suganami attended the event.

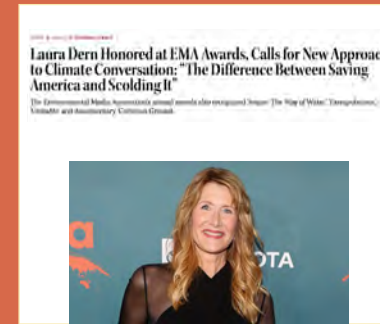
15B+

33rd EMA Awards total media impressions

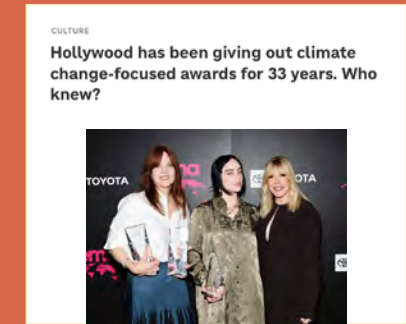
77M+

social media impressions for 33rd EMA Awards

Digital Media



The Hollywood
REPORTER



n p r

Printed Media



People



VARIETY



Hollywood
REPORTER

Social Media at the 33rd EMA Awards



The EMA Awards is the perfect venue for brands and foundations to showcase their commitment to climate storytelling, all while capturing incredible content with EMA's Board and celebrity guests.

EMA Awards Attendees love sharing on social!



Michelle Pfeiffer



Steph Sukanami



Nikki Reed

EMA Awards vertical videos received over

600K+

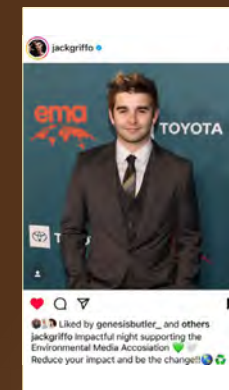
views in January 2024



Rob Lowe



Pattie Gonia



Jack Griffo



Sheryl Crow

ema AWARDS



The **EMA Awards** also honors globally-recognized trailblazers for their tireless work protecting our planet. The evening includes a green carpet, galvanizing Honoree speeches, a musical performance, and a celebrity host. The EMA Awards provides our brand partners with a unique opportunity to get their products in front of an audience of media influencers.





ema AWARDS

The **EMA Awards** is EMA's flagship event. The world-renowned Awards ceremony champions the films, television and new media that use storytelling to educate the public on today's most important issues and tomorrow's solutions.

Past winners include:

Erin
Brockovich

AVATAR
THE WAY OF WATER

EXTRAPOLATIONS

an
inconvenient
truth

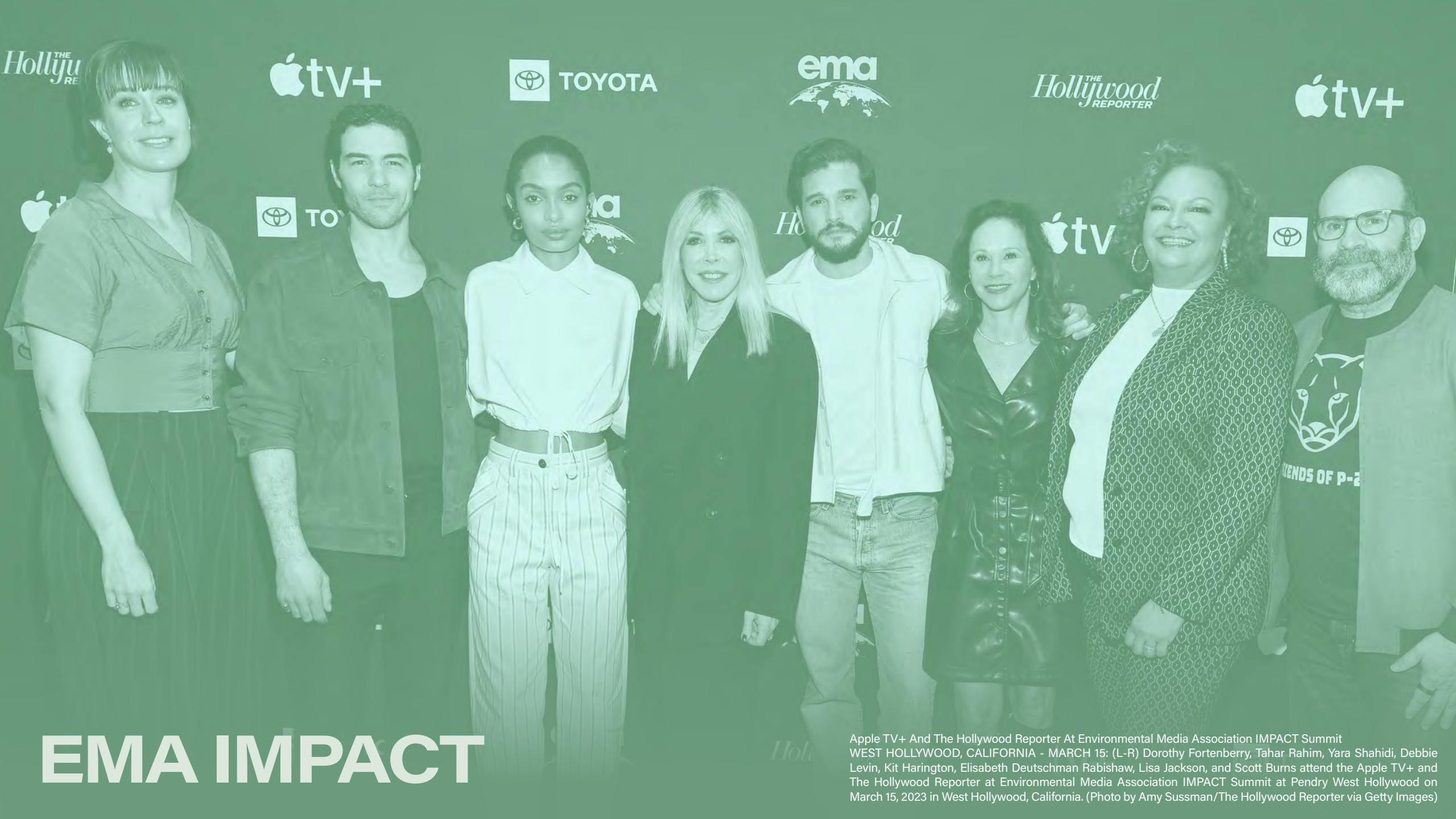
THE
SIMPSONS

Don't Look
UP





The Annual EMA Awards Gala
The Red Hot Chili Peppers and EMA Board Member
Daryl Hannah at the 2006 EMA Awards



EMA IMPACT

Apple TV+ And The Hollywood Reporter At Environmental Media Association IMPACT Summit
WEST HOLLYWOOD, CALIFORNIA - MARCH 15: (L-R) Dorothy Fortenberry, Tahar Rahim, Yara Shahidi, Debbie Levin, Kit Harington, Elisabeth Deutschman Rabishaw, Lisa Jackson, and Scott Burns attend the Apple TV+ and The Hollywood Reporter at Environmental Media Association IMPACT Summit at Pendry West Hollywood on March 15, 2023 in West Hollywood, California. (Photo by Amy Sussman/The Hollywood Reporter via Getty Images)

ema IMPACT SUMMIT

The 2023 EMA IMPACT Summit, hosted at the beautiful Pendry West Hollywood, highlighted climate storytelling. From activism in front of the camera to a deep dive into how studios are going green behind the camera, IMPACT showcased Hollywood's commitment to going green. Further, THR's "Pictures for the Planet" series featured the cast and creators of Apple TV+'s 'Extrapolations' as they discussed the show's approach to climate storytelling. Toyota Motor North America Presented the Summit.



IMPACT received over **15+ BILLION** media impressions



IMPACT received over **5M** social media impressions

ema



IMPACT SUMMIT

EMA's events attract the biggest names in Hollywood, technology, business, and activism. Now with two prominent annual events, EMA keeps its messaging loud and consistent throughout the year.

The EMA IMPACT SUMMIT is all about solutions. A catalyst for action, IMPACT challenges the best and brightest in business, entertainment, science, and technology to work together to bring solutions to the public as quickly as possible. The two-day event in Los Angeles features keynote speeches, breakout sessions, panel discussions, and incredible networking and sponsorship opportunities.



20 Years of the EMA Green Seal Program



The EMA Green Seal Has Transformed the Entertainment Industry



EMA is working hard so that the shows and movies you love to watch on TV, in theaters, and streaming online have minimal footprints on our planet. From recycling bins to hydration stations to paperless sets, EMA plays a crucial role in helping studios and production companies set the example for other business sectors.

EMA works with the Heads of Sustainability at all of the major studios sitting on the EMA Board. The EMA Green Seal began in 2003, with the first EMA Green Seals awarded in 2004. **So far, we have distributed 1,800 Seals, with a record 317 in 2023.** EMA authors Annual EMA Green Production Guides, which offers a sustainability checklist for productions, with the highest performers receiving our EMA Gold Seal. Your support will help us continue to grow that number.

We have recently expanded our EMA Green Seal for Production to include studios committed to sustainability. In 2022, Sunset Bronson, Sunset Gower, and Sunset Las Palmas became the first recipients of this designation.



EMA Green Seal for Students

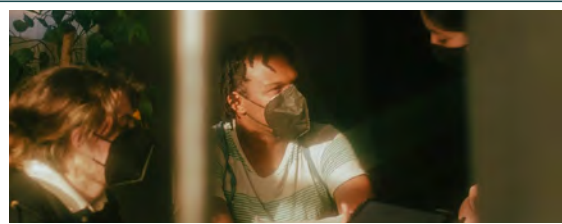


In 2021, EMA expanded its EMA Green Seal for Sustainable Production for student filmmakers. The EMA Green Seal for Students is a recognition program honoring progress in sustainable production for scripted student-produced content. The Program partners with the Green Film School Alliance, the Sustainable Production Alliance, and PGA Green. Through this process, students learn critical skills that will stand out on a resume as Hollywood shifts more towards sustainable practices.

The program is gaining traction, with **45 student film projects earning the distinction in 2023 (95 since 2021)** with submissions from local schools to international (Vancouver and Singapore).

Your support will allow us to bring this critical program to more universities and continue to promote student filmmakers as they start their careers!

EMA highlights our EMA Green Seal for Students on its blog, social, and newsletter!

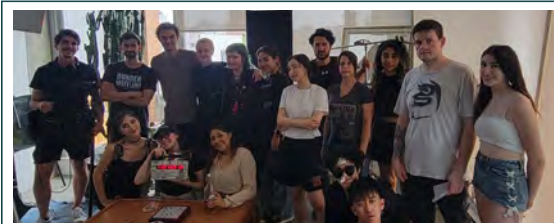


EMA Green Seal for Students Spotlight: Shannon S. Simpson

Aug 22, 2023

[The Green Film School Alliance](#) continues to grow. Last year, over 20 projects earned the EMA Green Seal for Students. Like our [EMA Green Seal for Productions](#), student films that achieve a minimum of sustainable production goals as identified in the GFSA's Production Environmental Actions Checklist (PEACHy) receive a Green Seal.

[Read More](#) →



EMA Green Seal for Students Spotlight: Jenna May Bourque

Sep 25, 2023

[The Green Film School Alliance](#) continues to grow. Last year, over 20 projects earned the EMA Green Seal for Students. Like our [EMA Green Seal for Productions](#), student films that achieve a minimum of sustainable production goals as identified in the GFSA's Production Environmental Actions Checklist (PEACHy) receive a Green Seal.

[Read More](#) →



EMA Green Seal for Students Spotlight: Abraham Abotel

Sep 1, 2023

[The Green Film School Alliance](#) continues to grow. Last year, over 20 projects earned the EMA Green Seal for Students. Like our [EMA Green Seal for Productions](#), student films that achieve a minimum of sustainable production goals as identified in the GFSA's Production Environmental Actions Checklist (PEACHy) receive a Green Seal.

2023 continues to see students interested in mitigating the environmental impact of their films, a vital skill to develop before entering the industry. Today, we showcase CSULB student Abraham Abotel, who recently received our Green Seal for his student film, "Good Boy".

EMA Green Seal for Hospitality

Hotels/Resorts

EMA's objective is to amplify the positive message of sustainable practices that organizations have accomplished and for which they continue to strive.

Our goal is to distinguish hotels and resorts that hold environmental stewardship as a value that cannot be compromised. While the numerous certifications and seals allow consumers to be more informed, it's still ambiguous as to which hotels actually care. In other words, companies may attain an environmental seal to stay competitive, not because stewardship is a company value. **For this reason, EMA showcases organizations that have sustainability as part of their culture, to further inform travelers to make the best choice for our planet and their health.** This is what differentiates our Standards from other seals and certifications.

EMA works to tell the story to the public for these hotels and creates a standard for others to strive towards, affecting change one organization at a time. We believe that businesses play a critical role in conserving our environment, which is why companies committed to this cause deserve to be recognized.

Given our unique position at the intersection of the environmental and entertainment industries, we can amplify your message uniquely and effectively.

EMA Green Seal for Hospitality



Pendry
Park City



Pendry
Manhattan West



Pendry
Chicago



Pendry
West Hollywood



Montage
Los Cabos



Montage
Laguna Beach



Montage
Healdsburg



Pendry
Newport Beach



Montage
Kapalua Bay



Montage
Palmetto Bluff



Montage
Deer Valley



Sagamore Pendry
Baltimore



Pendry
San Diego



Montage
Big Sky



Pendry DC
The Wharf

EMA Green Seal for Business

Business/Corporations

EMA's objective is to amplify the positive message of sustainable practices that organizations have accomplished and for which they continue to strive.

Our goal is to distinguish businesses that hold environmental stewardship as a value that cannot be compromised. While the numerous certifications and seals allow consumers to be more informed, it's still ambiguous as to which businesses actually care. In other words, companies may attain an environmental seal to stay competitive, not because stewardship is a company value. **For this reason, EMA showcases organizations that have sustainability as part of their culture, to further inform consumers to make the best choice for our planet and their health.** This is what differentiates our Standards from other seals and certifications.

EMA works to tell the story to the public for these organizations and creates a standard for others to strive towards, affecting change one organization at a time. We believe that businesses play a critical role in conserving our environment, which is why companies committed to this cause deserve to be recognized.

Given our unique position at the intersection of the environmental and entertainment industries, we can amplify your message uniquely and effectively.

EMA Green Seal for Business





 MIRAI

 bZ4X

 PRIUS

ema

EMA Partnerships

Environmental Media Association IMPACT Summit
WEST HOLLYWOOD, CALIFORNIA - MARCH 16: A general view of atmosphere as seen during the Environmental Media Association IMPACT Summit at Pendry West Hollywood on March 16, 2023 in West Hollywood, California. (Photo by Jesse Grant/Getty Images for the Environmental Media Association)

Brand Exposure



EMA excels when it comes to corporate partnerships, with some relationships lasting over 20 years. Because of our unique connections to celebrity and entertainment, EMA brings a marketing power to brands that rivals traditional advertising. Additionally, EMA works with businesses to reduce their carbon footprint, and help them become known as a sustainable and environmentally responsible enterprise. Whether a company is a disruptive green innovation or an iconic brand working to move further in their journey to sustainability, EMA can help tell its story in an impactful and authentic way.

“EMA has been credited with launching consumer awareness for several of today’s most successful sustainable brands, including their landmark celebrity-driven campaign to popularize the globally bestselling Prius hybrid, resulting in a 20% increase in sales for Toyota.” -Forbes



Celebrity-driven events & social campaigns that attract national attention



Activations at entertainment industry events that build partnerships with studios and productions



Work with company leadership to improve sustainability practices, and provide certificates to provide assistance to achieve EMA Green Seal status

Showcase your sustainable products and initiatives at EMA's events!

EMA's two high-profile events are the perfect place to showcase your sustainable initiatives and products.



““

We're proud to be partners with EMA for over 20 years. Toyota has placed reducing carbon emissions as one of our top priorities, with a goal of carbon neutrality by 2050. EMA serves as a valuable link between a unique confluence of business, academia, the public sector, and influencers. Together, we strive to spotlight environmental issues, encourage curiosity, and identify solutions that will result in the greatest positive impact today and tomorrow.

- Diana L. Davis

General Manager Toyota Los Angeles Region

““

EMA has impacted the world in so many different ways. For us, they really increased the “cool factor” as kids recognized EMA celebrities digging in the garden and harvesting fresh produce they had grown organically. I thank EMA for increasing the visibility of healthy habits and behaviors to school children through their garden program.

- Kathy Kellogg Johnson

Co-Owner & Director of Sustainability, Kellogg Garden Products

““

Being a part of EMA for as long as we have has increased the commitment within our organization to be more sustainable. From helping to launch the first school garden at Helen Bernstein High School, to thought-provoking conversations at IMPACT, the message is clear and widespread – we can all do our part. The team at EMA makes it easy for us to do just that.

- Mike Sullivan

Owner, LAcAR GUY Family of Dealerships

““

EMA connects leaders from the business, environment, education, and entertainment industries to inspire change and amplify impact. They are thought leaders and truly committed to helping everyone take action to help our planet.

- Jennifer Nickerson

Corporate Social Impact, City National Bank

““

JPMS has benefited from partnering with EMA by sharing in the platform to discuss sustainability in the beauty industry. This collective does not just talk they are action-oriented in working together to make our world a better place than we found it.

- Angus Mitchell

Co-Owner, John Paul Mitchell Systems

Verde ⚡

QUIXOTE
By Sunset Studios

Verde ⚡

Sunset
Studios

leco
1 CRANE



2024 Sponsorship Levels



\$500K-\$1M

- Available upon request
- Personalized immersive partnership to be crafted including extensive EMA Green Seal for Company (all verticals), potential Presenting Sponsor Status, inclusion in all programs both EMA and partner

\$250K-\$100K

- One EMA Talks
- Social Media Campaign
- Ten Passes to EMA IMPACT Summit (if in person)
- Speaking opportunity at EMA IMPACT Summit
- Name listed on invitations, IMPACT website and trade ads
- 30 second image (Logo or Congratulatory Ad) to be looped throughout IMPACT Summit
- 1 table (10 seats) to EMA Awards & Honors Benefit Gala (if in person)
- 30 second image (Logo or congratulatory Ad) to be looped throughout Awards & Honors
- Gifting opportunity at EMA Awards & Honors Benefit Gala
- Opportunity to work to achieve EMA Green Seal in sector
- Assist with all advertising production teams on achieving EMA Green Seal certification
- Social media shares connected with Campaign, IMPACT and Green Seal for Business achievement recognition
- Quarterly EMA Social Sundays
- Seat on EMA Corporate Board

\$50,000

- One EMA Talks
- Social Media Campaign
- 1 table (10 seats) to EMA Awards & Honors Benefit Gala (if in person)
- 15 second image (Logo or Congratulatory Ad) to be looped during the EMA Awards
- Speaking opportunity at EMA IMPACT Summit
- Five Passes to EMA IMPACT Summit (if in person)
- 15 second image (Logo or Congratulatory Ad) to be looped throughout IMPACT
- Name listed on invitations, IMPACT website and trade ads
- Social media shares connected with Campaign, IMPACT and Green Seal for Business achievement recognition
- Seat on EMA Corporate Board

2024 EMA IMPACT Summit Sponsor levels



IMPACT Hero \$5,000

- Two two-day passes to IMPACT
- Support two comped passes for students and young activists to attend IMPACT free of charge
- Company name and logo thanked on IMPACT website and newsletter for supporting IMPACT attendees
- One social media post thanking your company/foundation for supporting students at IMPACT

Supporter \$10,000

- Speaker participation on an IMPACT panel
- Three passes for both days of IMPACT (\$3.75K value)
- Discounted pricing at the Pendry Hotel
- Your company listed as a sponsor on the IMPACT website, invite, and social media
- Your logo on our sponsorship loop that plays on the screens at IMPACT
- 2 Social media posts (during and after the event) tagging your business

Champion \$25,000

- Speaker participation on an IMPACT panel
- Six two-day passes to IMPACT (\$7.5K value)
- Discounted pricing at the Pendry Hotel
- Two Social media posts (during and after the event) tagging your business
- One vertical video crosspost with EMA's Instagram (90K followers) featuring your speaker at IMPACT
- Interview feature in EMA IMPACT newsletter and on EMA Blog (6K subscribers including our Board)
- Your logo on our sponsorship loop that plays on the screens at IMPACT
- Your company listed as a sponsor on the IMPACT website, invite, and social media
- Early access to our EMA Awards sponsorship packages
- Support two comped passes for students and young activists to attend IMPACT free of charge



Environmental Media Association

Multi-level marketing opportunities
Iconic and impactful programs
Robust and far-reaching messaging
Let EMA tell your story!