



Environmental Media Association

Founded in 1989, the Environmental Media Association 501(c)(3) (EMA) has become THE voice of the environment. For over 34 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.



The EMA community is the loudest voice for our planet



40B+

MEDIA IMPRESSIONS
IN 2022

3M

MONTHLY SOCIAL
IMPRESSIONS
@GREEN4EMA

125M

TOTAL
EMA BOARD REACH

1,200+

EMA
GREEN SEALS

Billions

IMPACTED BY OUR
MESSAGING

11.5M+

VERTICAL VIDEO
VIEWS SINCE APRIL 2022



71K



27K



243K



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)

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 23 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 not only individuals, but the corporate world as well. The organization has grown into a diverse subsection of entertainment industry tastemakers, entrepreneurs in finance and technology and green icons dedicated to the mission of 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 imminent green economy. The consummate connector within the global celebrity world as well as the corporate and sustainability communities, Debbie is authentically the iconic persona and voice clearly embracing and educating the sustainable lifestyle.



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 & Toyota Motor North America

Partners Through & Through



In their 22nd year together, EMA and Toyota Motor North America has shown the world that being green is good for our planet AND for business. EMA has used its extraordinary influence in the entertainment industry to shine a light and role model the exemplary actions Toyota has taken to be a leader in sustainability and innovation.

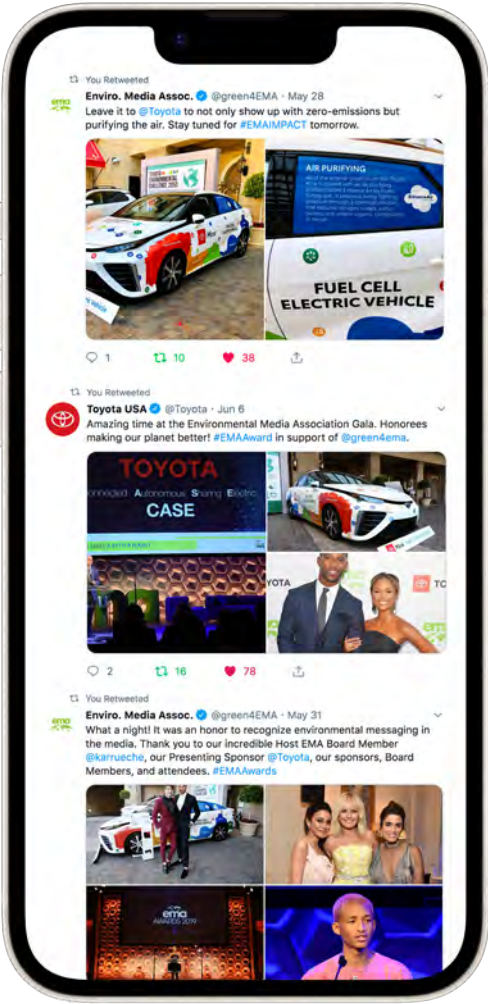
EMA played a crucial role in launching the Prius by shaping the hybrid's image into the iconic Hollywood car that it is today. EMA continues to bring the entertainment community and Pop Culture from polluting automobiles to "must have" alternative fuel cars. Toyota maintains a long-standing partnership with the EMA Awards & Honors Benefit Gala, and EMA IMPACT Summit, which has resulted in billions of media impressions for the company. The collaboration between EMA and Toyota continues to change the way the world buys cars.

We are proud to have Toyota Motor North America as such a key part of the EMA family.



EMA & Toyota Motor North America

Get the Message out on Social



EMA's Social Campaigns

Reach Millions Organically

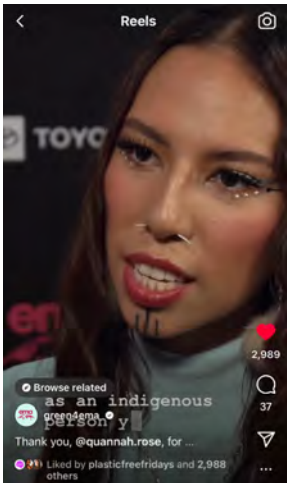


Utilizing an incredible network of influencers, EMA is able to reach a vast audience with its social media campaigns. A unique opportunity for brands to tell their stories of sustainability.

EMA Videos

11.5M+

Vertical Video Views since 2022



EMA Graphics

1,500

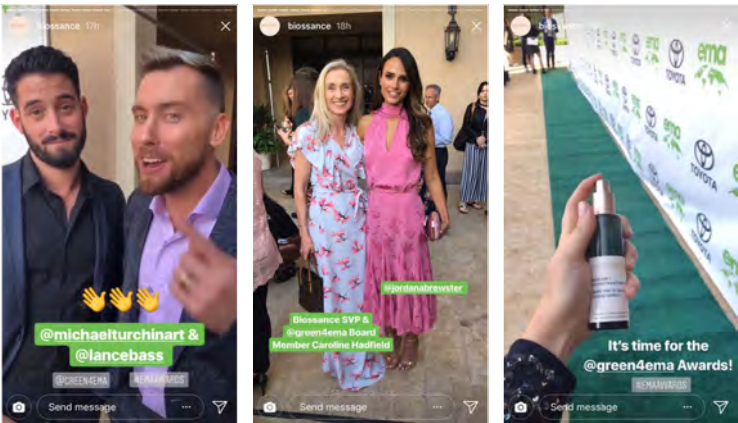
EMA Graphics Average likes per post on IG



Behind The Scenes

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

Case study: Biossance



EMA Celebrity Influencers

Love to Share Our Messaging



Cara Delevingne



Karrueche Tran



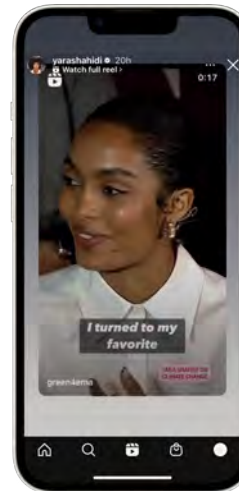
Amber Valletta



Madelaine Petsch



Eric Christian Olsen



Yara Shahidi



David Spade



Liza Koshy



Quannah Rose

Help EMA Amplify Activists, Advocates, & Educators



In the winter of 2022, EMA launched its Activist Board with climate justice advocate Wanjiku “Wawa” Gatheru as its Board Chair. The goal of the Activist Board is to help guide EMA's mission to create an equitable, healthy, and sustainable future. Further, we hope to amplify the critical work of our Activist Board in any way we can.

Sponsor our Creator Fund

With your support, we'll be able to create an EMA content creator fund that compensates the time and effort of our activists to supply EMA with accessible, engaging, and educational digital content. Moreover, we'll use this fund to invite more activists, advocates, and educators to attend EMA events. Empowering diverse voices on the front lines of climate action has never been more important!

Current EMA Activist Board Members:

Zahra Biabani

Hayden Begley

Genesis Butler

Nalleli Cobo

Kristy Drutman

Wawa Gatheru

Pattie Gonía

Isaias Hernandez

Sophia Kianni

Aditi Mayer

Kevin Patel

Maya Penn

Abbie Richards

Alán Sneider

Leah Thomas



“

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, LAcarGUY 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 benefitted 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



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

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.



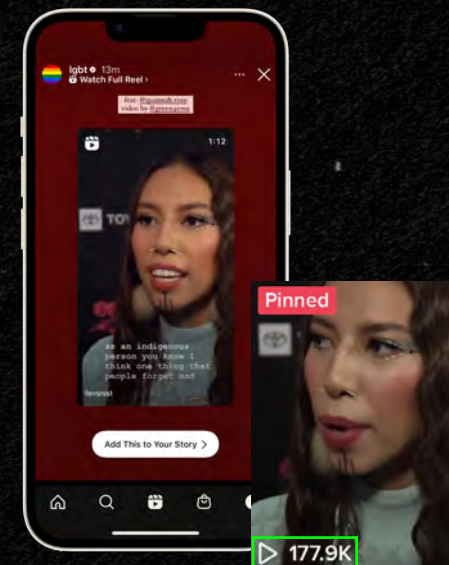


The Annual EMA Awards Gala
The Red Hot Chili Peppers and EMA Board Member
Daryl Hannah at the 2006 EMA Awards



ema AWARDS

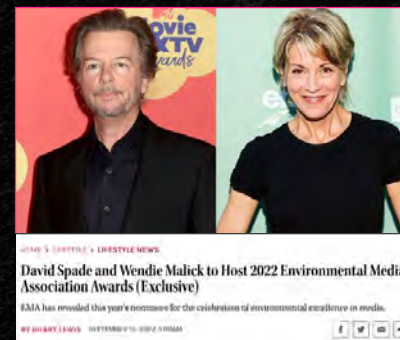
The 2022 EMA Awards, presented by Toyota Motor North America, takes under the stars at the historic Sunset Studios. Hosted by EMA Board Member Wendie Malick and legendary funnyman David Spade, the evening focuses on family and solutions. Billie Eilish, Maggie Baird, and 'Overheated' by Support + Feed received the Missions in Music Award. In addition, EMA Board Member Nikki Reed receives the EMA Innovator Award. The event welcomed over 35 BILLION media impressions, bringing much-needed attention to sustainable solutions and storytelling.



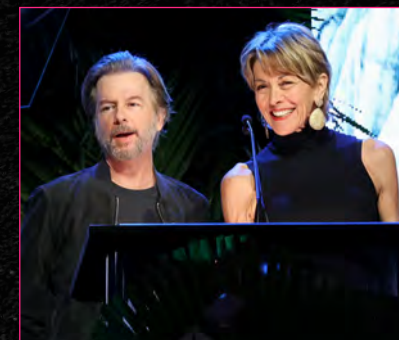
32M+
EMA Awards impressions
on social media



VOGUE



THE
HOLLYWOOD
REPORTER



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.





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

TED LASSO

an
inconvenient
truth

the
SIMPSONS

Don't Look
UP



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 1,450 Seals, with a record 254 in 2022. EMA authors Annual EMA Green Production Guides, which offers a sustainability checklist for productions, with the highest performers receiving our EMA Gold Seal.

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 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



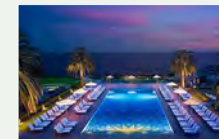
Pendry
Chicago



Pendry
West Hollywood



Montage
Los Cabos



Montage
Laguna Beach



Montage
Healdsburg



Montage
Kapalua Bay



Montage
Palmetto Bluff



Montage
Deer Valley



Sagamore Pendry
Baltimore



Pendry
San Diego



Montage
Big Sky

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.

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EMA Green Seal for Business



TOYOTA

BARRY'S

Disney Studios
AUSTRALIA

H&M

Sunset
Studios



Environmental Media Association 1st Annual Honors Benefit Gala
LOS ANGELES, CA - JUNE 09: Jane Fonda and Lilly Tomlin attend the Environmental Media Association 1st Annual Honors Benefit Gala on June 9, 2018 in Los Angeles, California. (Photo by John Sciulli/Getty Images for Environmental Media Association)

emaTALKS

Our most recent program pairs world renowned professors, scientists, innovators and doctors with celebrity ambassadors for a bi-monthly video series.

Over 7 MILLION views in its first two years!

At the intersection of science and entertainment, EMA Talks features relatable and informative conversations where actors & influencers speak with experts in environment, health, and activism. The talks feature pressing topics related to climate issues, sustainability, and moonshot concepts that will change our future. EMA Talks is a critical and effective platform in bringing urgent environmental messaging to a broader audience.

Below are samples of EMA Talks episodes



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



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)

2022 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



Environmental Media Association

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