

BADASS[✓] IN GREEN AWARDS

SmogShoppe
Los Angeles, CA

Friday, June 27
2025

The Badass in Green Awards recognizes the achievements of innovators and leaders in the fight for climate justice and against climate change.

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Senator Caroline Manjivar with 2024 Badass in Green Honorees, **Ana Karen Estrada** and **Eric Warmoth** of Project Super Bloom, and **Melanie Nakagawa** of Microsoft



Violet Sage Walker of the Northern Chumash Tribal Council, accepting her 2022 Badass in Green Award



A BADASS IN GREEN IS A CHAMPION OF:

- ✓ Protecting our public lands, air, and water
- ✓ Building democracy by increasing voter access and participation
- ✓ Transitioning to clean energy & transportation
- ✓ Transitioning workers to new jobs in a green economy
- ✓ Implementing sustainable agriculture practices
- ✓ Protecting communities from toxins and pollution

2024 HONOREES

*2025 honorees to
be announced*



Microsoft

Microsoft's commitment to taking carbon neutrality a step further and aiming to be carbon negative by 2030, as well as their support for California Environmental Voters' sponsored bill SB 253, exemplifies true climate leadership.

Award Recipients



Melanie Nakagawa
Chief Sustainability
Officer



Project Super Bloom's partnership in electing progressive climate champions to the legislature while also supporting high school and college students in their own climate advocacy shows dedication to building better communities.

Award Recipients



Eric Warmoth
Co-founder &
Finance Director



Ana Karen Estrad
Chair of the
Board of Directors

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PAST BADASS HONOREES



Adam McKay
Director & Producer,
DON'T LOOK UP



Nicole Taylor
President & CEO,
Silicon Valley
Community Foundation



Genesis Butler
Environmental &
Animal Rights Activist



Violet Sage Walker
Tribal Chairwoman,
Northern Chumash
Tribal Council



Dolores Huerta
Civil Rights Activist
& Labor Leader



Former Vice President
Kamala Harris



Former Vice President
Al Gore



Caroline Choi
SVP, Corporate Affairs,
Southern California
Edison

2024 PRESENTERS

*2025 speakers to
be announced*



Congresswoman
**Sydney
Kamlager-Dove**



California Senator
**Caroline
Menjivar**



Assemblymember Speaker
**Robert
Rivas**



California Senator
**Lena
Gonzalez**



Mayor of Culver City
**Yasmine-Imani
McMorris**

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The 22 Fund Founder **Tracy Gray** with California Lieutenant Governor **Eleni Kounalakis**



Board Member **Randall Winston**, Tribal Chairwoman **Violet Sage Walker**, Attorney General **Rob Bonta**, Board Member **Fran Diamond**, Youth Activist **Genesis Butler**, Senator **Henry Stern**, Asm **Laura Friedman**, and Congresswoman **Sydney Kamlager-Dove**



California Environmental Voters & California Environmental Voters Ed Fund **Board Members**, CEO **Mary Creasman**, and EnviroVoters **Staff Members**



Assemblymember **Rick Chavez Zbur**
EnviroVoters CEO **Mary Creasman**



Culver City Mayor **Yasmine-Imani McMorris** provides opening remarks at the 2024 awards

a snapshot of the **BADASS** IN **GREEN AWARDS**



Chief Sustainability Officer of Microsoft, **Melanie Nakagawa**, and Senator **Lena Gonzalez**

SPONSOR BENEFITS

Support Climate Action

California Environmental Voters' mission is to transform our political system to stop the climate crisis, build resilient, connected and green communities, and create a more just and sustainable economy. **Sponsoring the Badass in Green Awards empowers our nonprofit mission across California.**

Community Recognition

As a sponsor, you or your organization have the opportunity to be recognized in pre and post-event promotional material, as well as highlighted during the program. **Badass in Green has SOLD OUT with over 215 attendees for the last three years.** We anticipate this same headcount in 2025.

Brand Exposure

Our high-performing email marketing lists and social media channels give sponsors exposure to our engaged group of climate advocates, leaders, and donors, **showing all of California and its political and environmental communities, your commitment to solving the climate crisis.**

20,000

**engaged users on
our email marketing
lists for Badass in
Green in 2025**

76.5%

**unique open rate on
2024 Badass in
Green emails**

24,000

**average views on
2024 Badass in
Green social
posts***

*Instagram, Facebook, LinkedIn, & X

PAST SPONSORS:

Altshuler Berzon LLP
Armbruster Goldsmith & Delvac LLP
Bridge Bank
California Federation of Teachers
California Labor Federation
California State Parks Foundation
Consumer Attorneys of California
Cotchett, Pitre & McCarthy, LLP
Daniel Yost
EMC Research
Fearless Advocacy
Glen Duke
The Honorable Harley Rouda,
Haymaker Strategies



The Honorable Anthony Rendon,
Speaker of the Assembly
California Legislative LGBTQ Caucus
Los Angeles Department of
Water and Power
NRDC
Ormat Geothermal and GRC
Wendy-Sue Rosen & Elliot Rosenstein
S.E. Owens
SEIU
Silicon Valley Community Foundation
Smart Justice California
Southern California Edison
System1
Tesla
Tulchin Research
UFCW Western States Council



SYSTEM1



SPONSOR LEVELS

\$1K – \$10K

+ Custom Packages Available

Agitator

\$1,000

- On-screen sponsor listing at event
- Admittance for 2 guests to main event
- Inclusion in post-event social media

Resistor

\$2,500

- On-screen sponsor listing at the event
- Admittance for 4 guests to main event
- Inclusion in post-event social media

Fighter

\$5,000

- Half-screen sponsor listing at the event
- Verbal recognition during the event
- Admittance for 5 to the main event + 2 of these guests are also invited to join the VIP pre-party
- Inclusion in post-event social media
- Opportunity to include merch in event gift bag

Fearless

\$10,000

- Logo on event invitations
- Half-screen sponsor listing at event
- Verbal recognition during the event
- Digital ad opportunity
- Admittance for 6 to main event + 4 of these guests are also invited to join the VIP pre-party
- Inclusion in pre and post-event social media
- Opportunity to include merch in event gift bag

Custom Packages

\$10,000+

Tailor your sponsorship to fit your needs with benefits that match your organizational priorities! Custom benefits may include:

- | | |
|-----------------------------|--|
| • Branding opportunities | • Verbal recognition |
| • Marketing collaborations | • VIP seating at event |
| • GA & VIP ticket bundles | • Social Media shout outs |
| • Merch for event gift bags | • Membership into the Eco Power Caucus |
| • Speaking opportunities | • and more! |
| • Presenting opportunities | |

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SPONSOR LEVELS

\$25K - \$50K

Badass \$25,000

- Primary brand affiliation with the event
- Logo on event invitations and on all event marketing materials
- Half page sponsor listing during event
- Showcase looping video content on displays during event
- Verbal recognition during the event
- Admittance for 6 to VIP pre-reception AND main event program
- Inclusion in all event social media + opportunities to collaborate
Opportunity to include branded merch in event gift bags
- Membership in the Eco Power Caucus donor circle, which includes opportunities to engage with EnviroVoters staff and leadership

**BADASS[✓] IN
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Presenting \$50,000

- Sole co-presenting credit
- Logo on event invitations and on all event marketing materials
- Full-page sponsor listing during event
- Logo on step & repeat at the event
- Showcase looping video content on displays during event
- Verbal recognition during the program
- Admittance for 10 to VIP pre-reception AND main event program
- Inclusion in all event social media + opportunities to collaborate
- Opportunity to include merch in gift bags
- Speaking opportunity during program
- Membership in the Eco Power Caucus donor circle, which includes opportunities to engage with EnviroVoters staff and leadership

WHY YOUR SUPPORT MATTERS

In the face of an anti-environment Presidential Administration, California has an outsized responsibility to lead, ensuring both national and global progress and positioning the state as a powerful counterweight to federal environmental rollbacks. It will take partnership, agency, and shared vision to make big breakthroughs, and **California Environmental Voters has a 52-year proven record of being a connecting force for passing environmental policies, holding state lawmakers accountable, and winning elections.**

In 2024, EnviroVoters...

Passed Prop 4, a historic \$10 billion dollar climate bond, for investments in resilience & clean energy solutions

Won 87% of our head-to-head priority races against Big Oil, despite being outspent by them 20:1

Passed 12 major pieces of climate legislation, including beating back delays and weakening of SB 253 with the passage of SB 219

Expanded two national monument designations an additional 100,000 acres after years-long advocacy through our Ed Fund

Our victories remind us of what we're capable of doing together against big opposition. **With the help of our partners, legislative champions, funders, and supporters like you, EnviroVoters, the Ed Fund, and EnviroVoters' sponsored PAC entities accomplish game-changing wins for the environment and the communities most affected by climate change.**

LOCATION



SmogShoppe

Culver City, CA

Once a 1980s smog-check center, SmogShoppe is now a 100% solar-powered, 6,500 square foot indoor/outdoor event venue and a haven for desert plants, vertical gardens and chic vintage furnishings. SmogShoppe's spacious courtyard area is an oasis within Los Angeles, surrounded by garden walls filled with over 2,000 sq ft of greenery.

One of the most sustainably designed urban spaces both in Los Angeles and the United States, SmogShoppe exceeds nearly every requirement in every category for the US Green Building Council's Leadership in Energy & Environmental Design (LEED) Platinum Certification.

NEXT STEPS

**To sponsor the event or for more information,
please contact:**

Shanil Jiwani, Head of Partnerships
shanil@envirovoters.org
213-925-0369

ReJeana Goldsborough, Sr. Events Manager
rejeana@envirovoters.org
484-824-8059

Contributions or gifts to California Environmental Voters are not tax deductible as charitable contributions. EnviroVoters' Tax ID number is 94-3169564.

   @envirovoters

