

MAY 2021

Marketing Subcommittee: *Partnership Opportunities*



Staff Objectives for Subcommittee Mtg

- Review and get **feedback** on partnership opportunities
- Receive **direction** specific to Roots SC partnership

Why are we looking for a partnership?

Background/Context

2018

- Initial **Launch** in June and November
- Automatically gained 550,000 customers

- Customer notices
- Awareness campaign
- Event outreach

2019-2020

- Focus on customer **retention**
- Establishing foundational marketing collateral
- Building social media platform and digital communications
- Building networks through municipal channels and community organizations
- Brand building

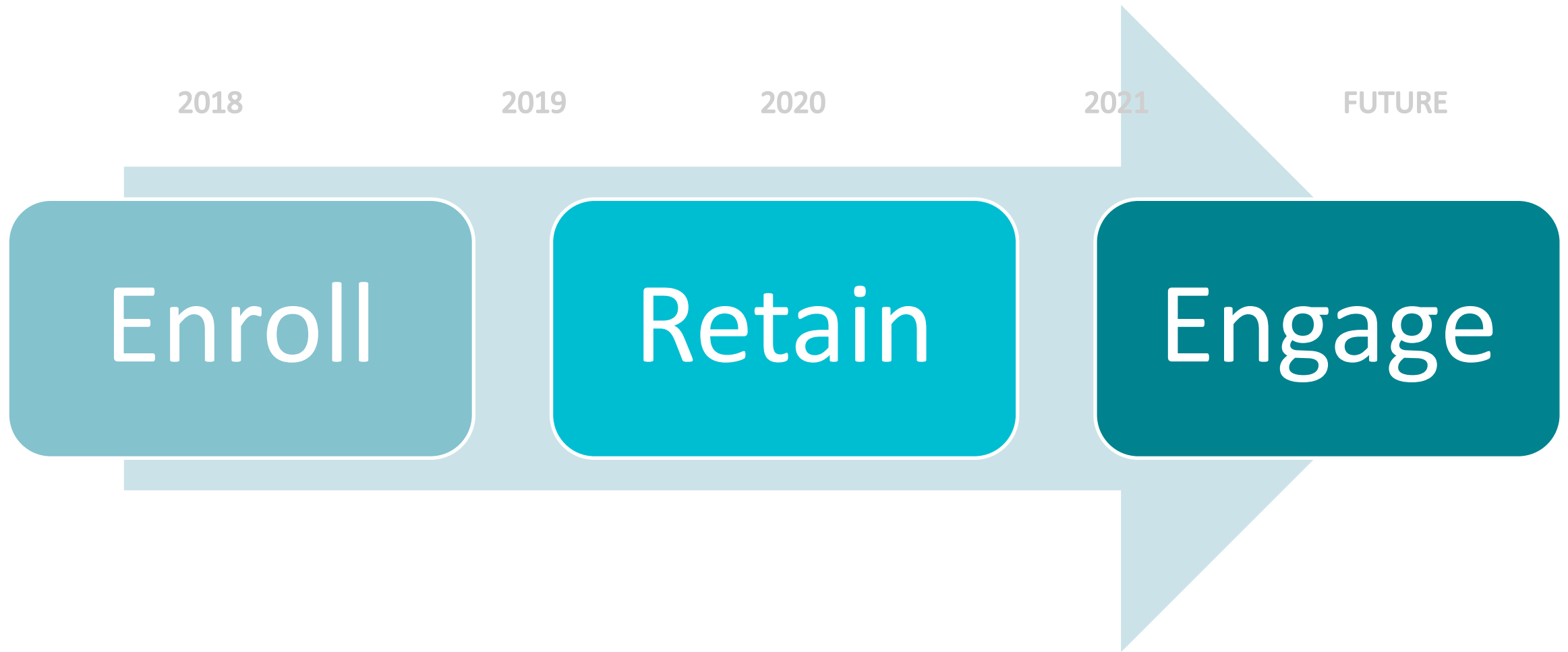
- Local sponsorships
- Facebook, Twitter, Instagram, LinkedIn, Nextdoor
- Granicus email platform set up

2021 &
Beyond

- **Call to Action:** Opt up, CARE enrollment, Program participation
- **Engagement** through direct marketing to specific customer segments

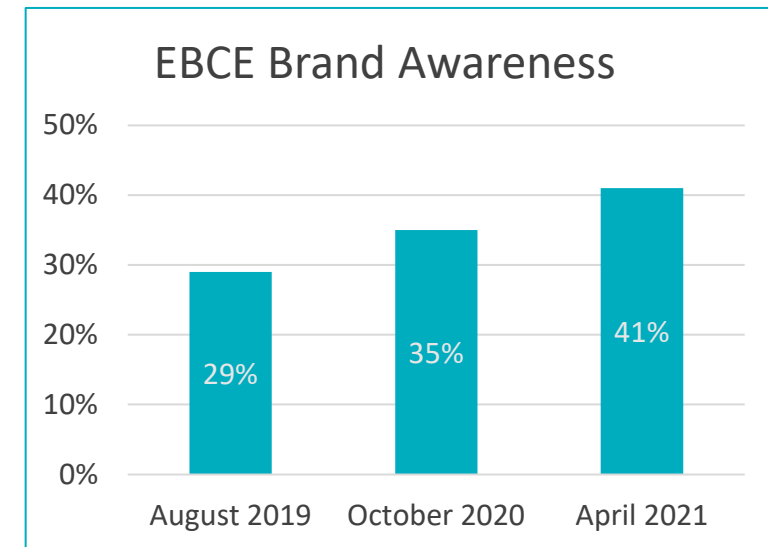
- Working with consultants on assessment
- Program partner campaigns (Sunrun, OhmConnect)

EBCE Marketing Evolution



Current Marketing Challenge

- Growing but still **low brand awareness**
- **Urgent call to action** related to utility debt
 - *CARE, AMP, & ERAP enrollment*
- Need for **trusted partners** to get the word out
 - *Recent focus group results recommend strategic partnerships*



Current Marketing Objective

- Partner with a **local organization/institution/company** that has networks throughout our service territory
- Use partnership to
 - Expand EBCE reach
 - Leverage **trusted relationships** to engage customer action
 - Meet people **where they are** (*which is not thinking about electricity*)
- Drive **participation** in programs

Customers spend...

9.2 minutes/year
via digital channels

11 minutes/year
via non-digital
channels

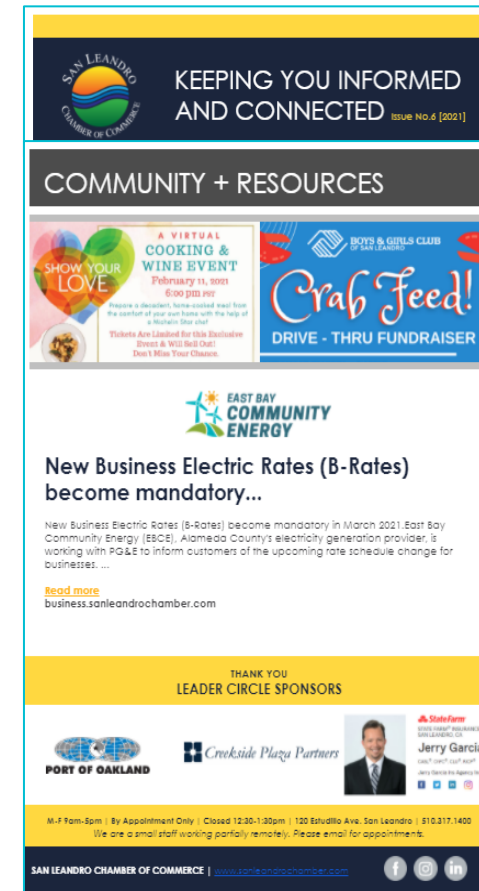
...interacting with their utility
provider.

[Accenture Report by Simon Mezger, 2017](#)

Current and On-Going

A partnership would supplement current and on-going activities including:

- Paid and organic social media (Facebook, Twitter, Nextdoor)
- Paid print and digital ads; streaming video ads
- EBCE newsletters and press releases
- Direct mail and email campaigns
- 3x/year sponsorship of local organizations that provide resources for STEM, food/housing, sports, music, arts, education, etc.
- Monthly or other regular content sharing with networks
 - Member cities and county: Sustainability newsletters, social content, program updates
 - List of 218 Community-Based Organizations
 - Local Chambers of Commerce



What options are out there?

Brainstorm

We thought about various potential partners that are headquartered within EBCE service area and offer some sort of **consumer product or service**:

- **Local food brands** like Clif Bar, Numi Tea, Otis Spunkmeyer, Ghirardelli's, Acme Bread, Dreyer's, etc.
- **Local retail outlets** like Ross Stores, Mervyn's, Oaklandish
- **Local food outlets** like Lucky Stores and Safeway
- **Local wineries and breweries** like Wente and Fieldwork
- **Local services** like Gig Care Share, Ellie Mae, Oakland Airport, EBRPD, Fremont Bank, Kaiser Permanente
- **Local sports teams** like Roots and Cal Athletics
- **Local networks** like Girl Scouts/Boy Scouts, PTAs, YMCA



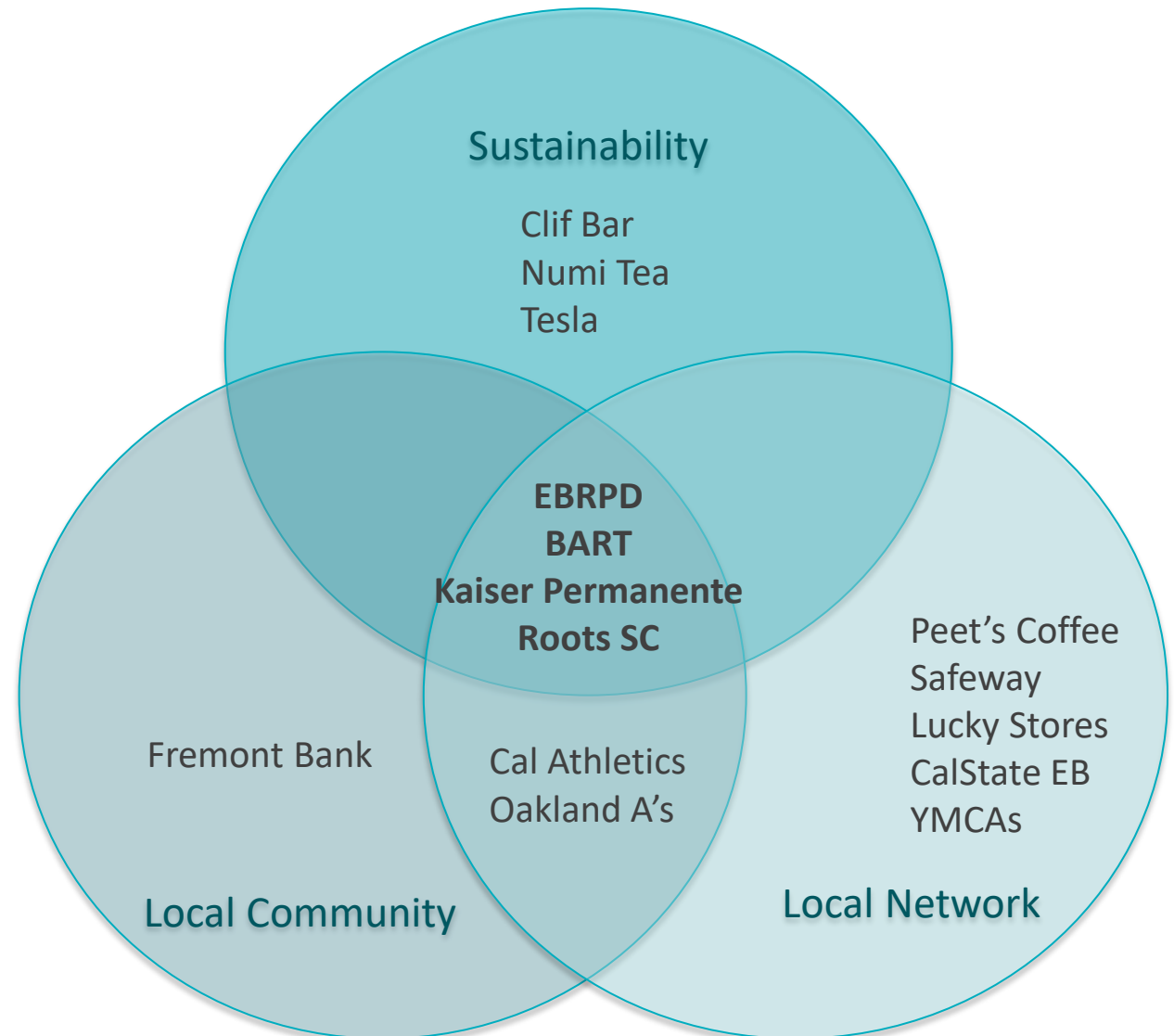
Best Fit Analysis

Good Fit Filters

Focus on **sustainability**

Focus on **local community**

On-going engagement **network** throughout
EBCE service area



Partnership Opportunities

East Bay Regional Parks District

- Signage at parks; promotion via web, newsletter, social; events; coordination with community outreach programs
- Instagram: 15k , Facebook: 43k, Twitter: 16k



BART

- Signage at stations, on trains; promotion via web, newsletter, social
- Instagram: 7500, Facebook: 39k, Twitter: 318k



Kaiser Permanente

- Signage at facilities; promotion via web, newsletter, social; train call center on energy assistance programs that help financially and/or improve indoor air quality
- Thrive - Instagram: 39k, Facebook: 466k , Twitter: 18k



Partnership Opportunities - Sports

Cal Athletics (\$80k)

- “Clean Up Berkeley Day”: 2 social posts, 1 social video, 250k paid impressions
- “Non-Profit of the Game Presented by EBCE”: highlight our local CBO sponsorships at 12 home basketball games
 - LED signage, videoboard promo, jumbotron, game tickets
 - 3-month online campaign through Cal Athletics Facebook page
 - 1 social post and 400k paid impressions
- One Men’s and one Women’s Basketball Game Sponsorship
- Fan365 digital engagement: 500k impressions
- Instagram: 37k , Facebook: 109k, Twitter: 54k

Oracle Arena (\$150k) (2019)

- package that could include product rights, suite, signage, info booth, “Official Energy Provider”
- Events include Monster Truck Jam, Disney on Ice, concerts



Oakland Roots SC (\$125k-\$225k)

- Climate Justice/Deeper Roots Partner
- Logo integration: game day booth & signage, tickets, player appearance, dedicated landing page on website
- Game Title Sponsor: 4-day website takeover, give-away, press, ads
- In-Game Exposure: 3 TV commercials, 3 in-game reads, logo on ticker, broadcast and scoreboard integration
- Donations: \$510/home goal estimated at \$25k for the season, 1% of sponsorship to Common Goal
- Partnership in community outreach

Coliseum/Oakland A’s

- Awaiting response



Climate Justice Partnership with Roots SC

As the presenting sponsor and partner for the Climate Justice/Deeper Roots pillar, EBCE will:

- Receive several promotional opportunities for brand awareness at in-person events, on-line streaming of games, social media content, press efforts, and a digital storytelling series focusing on clean energy and community sustainability issues
- Be the go-to partner for helping the Roots become climate positive
- Partner with the Roots to engage their community networks around climate-focused activities such as tree planting
- Leverage the reach and influence of the Roots organization is getting key messages out to local communities including enrollment in CARE and AMP

Current annual sponsorship level options:

- \$225k - Practice Jersey
- \$175k - Front of Game Shorts
- **\$125k - Presenting sponsor of the Kids' Zone**



Why Oakland Roots SC?

EBCE/Roots Partnership Background

- EBCE is a **founding partner** of this community-focused local sports team.
- Partnered with EBCE to produce and distribute nearly **8,000 masks** during the pandemic to groups such as Building Opportunities for Self-Sufficiency, East Bay FeedER, Eden Area Interfaith Council, Creating New Hope, and Daily Bowl.
- Partnered in promotion of **East Bay Daily Donation** – a social media campaign to direct people to local organizations in need of donations during COVID.
- EBCE/Roots **Earth Day Video**
 - Roots Instagram views of 3 versions: 3,928
 - EBCE Instagram views: 245



Proven Community Commitment

- Provided round trip transportation, tickets and healthy meals for hundreds of youth, teachers and parents from **underserved schools**
- Continue to work with **local cultural figures and artists** like Timothy B, Mistah FAB, Zion I, and Vogue out of San Leandro (*Influencers who our customers listen to*)
- Created **Justice Fund** is hosted by East Bay Community Foundation. For almost 100 years, the East Bay Community Foundation has been working to create a just East Bay for all with equity and justice at the heart of their grantmaking.
- Since last presentation, have **signed new youth club partnerships** with Ballistic United in Pleasanton and Hayward Youth Soccer League
- Expanding **purpose partner network** and in the process of bringing on board America SCORES Bay Area (soccer + poetry) which is currently present in Hayward and Oakland and has plans to further their footprint throughout the East Bay. Formalizing a relationship with Coaching Corps whose mission is to ensure kids in **under-resourced communities** can benefit from the positive impact coaches can have on their life through sports. Coaching Corps has a presence all over the Bay Area including with organizations in Berkeley, Emeryville, and Oakland
- Hosted a formal **intern program** with 4 freshman students from Metwest High School to get real world, hands on experience with work in the Front Office
- Created **relationships with community groups** like Steph and Ayesha Curry's Eat Learn Play
- Donated and supported various **fundraisers and community initiatives** such as Toy and Coat Drive with Rise Youth Berkeley, Biketopia, The Crucible, Trybe; Young Women's Freedom Center with a \$10,000 donation; Radical Monarchs with a \$10,000 donation; Bake Love Not Hate fundraiser event in support of the AAPI community, launched Happy Meals with Luka's on Tuesday with donation of \$10/meal to Community Kitchens
- Led the launch of the **Anti-Racist Project** along with Chicago Fire FC (MLS) and Angel City FC (NWSL) which will be rolled out to our youth club partners throughout the East Bay
- Moved new office from Downtown Oakland to Fruitvale to ensure present and **engrained in the Hispanic and underrepresented communities**
- **Diverse team and staff:** 85% of team are people of color; Technical Director is 1 of only 2 people of color in this position in all of US Soccer; 45% of front office staff are women

Thoughts on partnerships?

Direction on Roots partnership?

