

The logo features a stylized sun icon on the left, composed of a tan semi-circle and an orange semi-circle. To the right of the icon, the words "CLIMATE" and "CALIFORNIA" are stacked in a bold, dark blue, sans-serif font. Further to the right, the word "LIVE" is written in a large, light gray, sans-serif font.

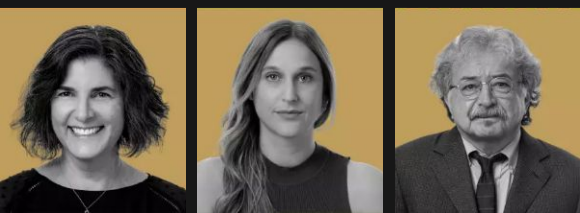
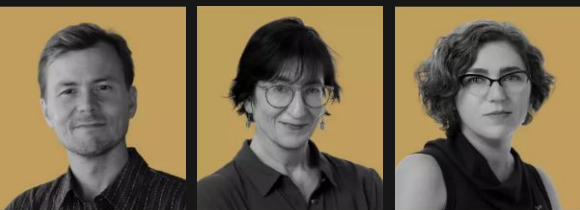
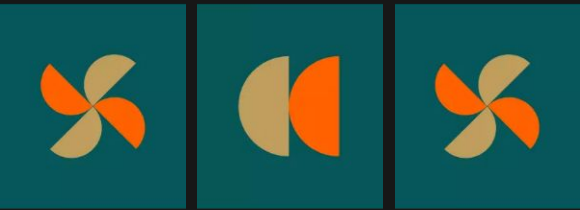
**CLIMATE
CALIFORNIA** LIVE

OUR CLIMATE CHANGE CHALLENGE

SEPTEMBER 26, 2024 | 8:30 AM – 1:00 PM | 400+ ATTENDEES

ZIPPER HALL AT THE COLBURN SCHOOL, DTLA

Los Angeles Times



CLIMATE CALIFORNIA

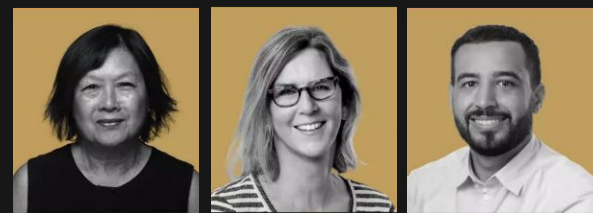
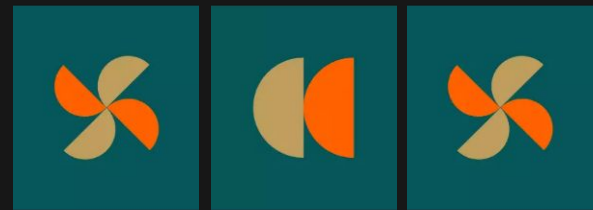
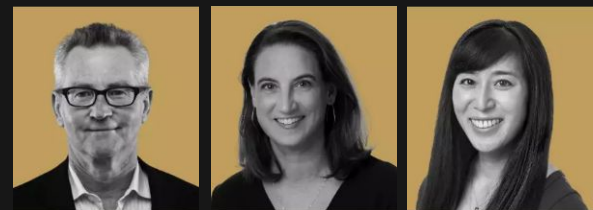
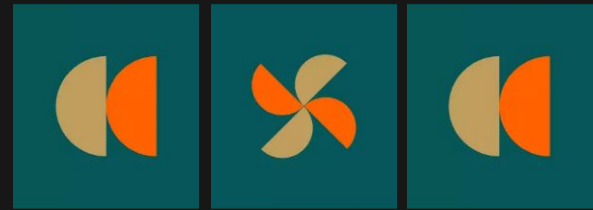
EDITORIAL TEAM

Our future will be defined by how we adapt in the face of climate change.

To tell this vital story, the L.A. Times launched Climate California.

Led by Environment Editor Monte Morin, this section features coverage from our award-winning Environment, Health and Science teams and several contributors.

Meet the full team [here](#).



OUR READERS THINK GREEN

We are popular among eco-conscious consumers as well as the business leaders who power Los Angeles's green economy. We reach:

31MM

Eco-conscious consumers

24MM

Readers practice eco-friendly habits like recycling

3X

More likely to shop with companies that support environmental causes

1.5X

L.A. Times readers are more likely to donate to environmental orgs

1 in 2

L.A. Times readers believe green energy is the future

10.7MM

Business Leaders who support environmentalism

CLIMATE CALIFORNIA LIVE

OUR CLIMATE CHANGE CHALLENGE

Join top voices from the L.A. Times as we host a special event to coincide with Our Climate Change Challenge special content. This event will provide an opportunity to further explore the pressing environmental issues highlighted in the special section, offering a platform for experts and audience members to engage with and debate the topics in greater detail. Panel discussions from climate experts will create a thought-provoking experience as we tackle the challenges facing our planet.

SEPTEMBER 26, 2024 | 8:30 AM – 1:00 PM | 400+ ATTENDEES
ZIPPER HALL AT THE COLBURN SCHOOL, DTLA

THE PROGRAM*

- 8:30am: Open Doors
- 9:00am: Climate Anxiety and Adaptation Panel
- 10:00am: Lifestyle and Sustainability Panel
- 11:00am: California and the Future Panel
- 12:00pm: Post Event Mixer
- 1:00pm: Event Ends

*program is subject to change





POTENTIAL PANELISTS & MODERATORS

CLIMATE ANXIETY AND ADAPTATION

- Rosanna Xia, L.A. Times Oceans and Coasts Reporter
- Russ Mitchell, L.A. Times CA Energy technology and Policy Reporter
- (Moderator) – Monte Morin, L.A. Times Climate California Editor

LIFESTYLE AND SUSTAINABILITY

- Susanne Rust, L.A. Times Environmental Reporter
- Tony Briscoe, L.A. Times Air Reporter
- Edward Humes, Author of “Total Garbage” and “Garbology”
- (Moderator) - Alice Short, L.A. Times Editor

CALIFORNIA AND THE FUTURE

- Sammy Roth, L.A. Times Climate & Energy Columnist
- Alex Wigglesworth, L.A. Times Wildfire & Forestry Reporter
- (Moderator) - Monte Morin, L.A. Times Climate California Editor

THE AUDIENCE

Paid, ticketed audience of L.A. Times readers and influential people in the climate space



\$22,000 | GOLD SPONSOR

SPONSORSHIP BENEFITS

- Gold Event Sponsorship & Onsite Signage
- Two (2) Onstage Sponsor Mentions
- Access to post-event sponsor mixer, "sponsored by" or "brought to you by" on the event program and on the ticketing page
- Logo inclusion in print, digital, and newsletter promotional campaign

DEDICATED SPONSOR MEDIA

- 1x Print Quarter Page Ad in LA Times (date to be selected by MWDOC) or 2 Full pages in the Daily Pilot
- 1x Boiling Point Newsletter
- Digital: Our Climate Change Challenge Hub Takeover - Section Front (1x Day)
- Digital Banners Climate CA / Our Climate Challenge
- 500 Rotational Banner Ads ROS Value-Added
- 500K digital impressions | 1.6MM print impressions
- Full page Ad in LA Times Studios B2B **OC Visionaries**
- [ORANGE COUNTY VISIONARIES by Wehag](#)
- 900 word Article/content on B2B Homepage <https://www.latimes.com/b2b>

\$13,000 | SILVER SPONSOR

SPONSORSHIP BENEFITS

- Silver Event Sponsorship & Onsite Signage
- Two (2) Onstage Sponsor Mentions
- Access to post-event sponsor mixer, "sponsored by" or "brought to you by" on the event program and on the ticketing page
- Logo inclusion in print, digital, and newsletter promotional campaign

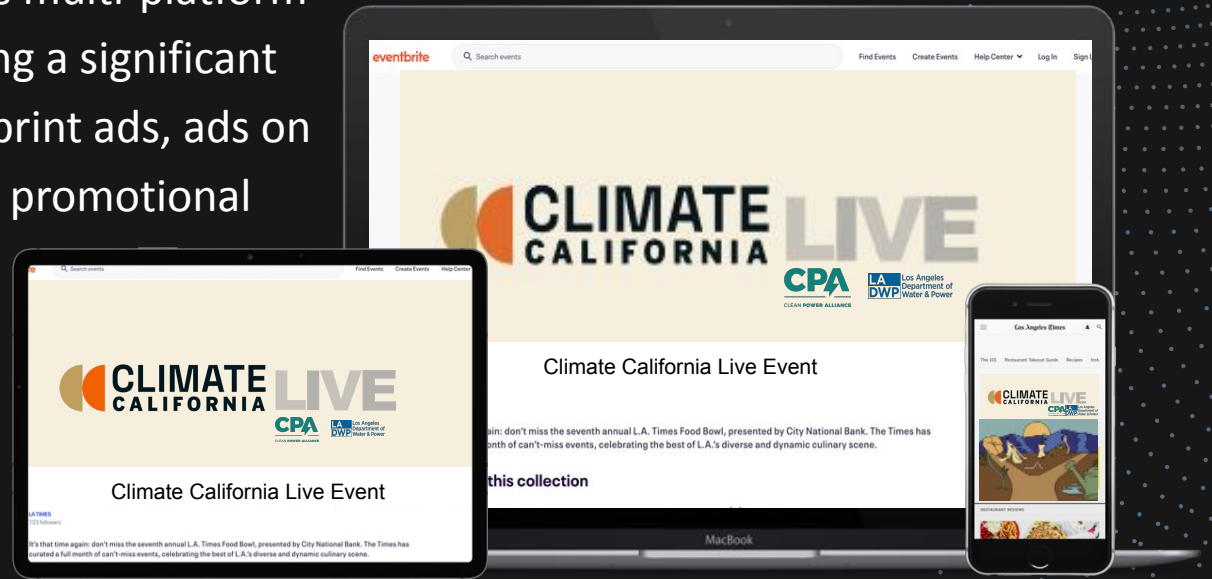
DEDICATED SPONSOR MEDIA

- 1x Print Quarter Page Ad in LA Times (date to be selected by MWDOC) or Full page Daily Pilot
- 1x Boiling Point Newsletter
- Digital Our Climate Change Challenge Hub Takeover -- Section Front (1x Day)
- 250k Rotational Banner Ads ROS Value-Added
- Full page Ad in LA Times Studios B2B **OC Visionaries** [ORANGE COUNTY VISIONARIES by Wehag](#)
- 900 word Article/content on B2B Homepage <https://www.latimes.com/b2b>



MULTI PLATFORM MARKETING

Sponsors will benefit from this multi-platform marketing campaign generating a significant number of impressions, with print ads, ads on Latimes.com, newsletters and promotional emails.*



*subject to confirmation

The logo features a stylized sun icon on the left, composed of a tan semi-circle and an orange semi-circle. To the right of the icon, the words "CLIMATE" and "CALIFORNIA" are stacked in a bold, dark blue, sans-serif font. To the right of "CALIFORNIA", the word "LIVE" is written in a large, light gray, sans-serif font.

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