



INTRODUCTION

Climate Change is pushing California's already volatile climate to greater extremes—with increasingly severe droughts, floods, heat waves, and wildfires. In response, communities across California are thinking about how they can become more resilient to climate change. While California has become a global leader in climate change mitigation, California lacks dedicated funding for comprehensive, statewide climate adaptation (resilience) planning. California businesses, joined by a diverse array of partners, can help lead the way.

“Climate change is an existential threat. Every nation, region and community has interest and agency in rising to the challenge.”

— Lt. Governor Gavin Newsom

The California Resilience Challenge is a statewide effort to build local climate resilience and support a shared vision for a resilient California in the face of increasing climate threats. The Challenge is seeking contributions from the private sector, philanthropies, and utilities to raise funds to support diverse and replicable resilience projects. Qualifying projects will reflect California's diverse geography, and provide examples to countries around the world. The effort is being jumpstarted with a \$1 million shareholder-funded contribution from PG&E.



CHALLENGE GRANTS

Contributions to the California Resilience Challenge will be awarded to public entities across California to support community-backed climate change adaptation projects. All qualifying projects will adhere to criteria determined by the Challenge's Steering Committee. The total amount raised through the Challenge, and final details on the Challenge's scope will be released with a Request for Proposals (RFP) in early 2019.

Two Types of Grants

Funds raised by the Challenge will be distributed in two types of grants: Project Sponsor Grants, and At Large Grants. Top contributors to the Challenge will be able to directly award up to half the value of their total gift (minus administration) to a qualifying project(s) of their choice (Project Sponsor Grants). All other funds will be awarded by the entire Steering Committee to qualifying projects across California (At Large Grants).



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CHALLENGE TIMELINE

Winter 2017	Challenge announced at COP23 in Bonn, Germany
Spring 2018	Challenge goals announced
Summer > Winter 2018	Coalition building and fundraising
Winter 2018	Build Advisory Committee
Winter 2019	Draft RFP with Steering Committee and Advisory Committee
Spring 2019	RFP released at public event
Summer 2019	Winning RFPs selected, announced by Steering Committee
> Beyond	Track and support projects through permitting, groundbreaking, and ribbon cutting.



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SPONSORSHIP BENEFITS: RESILIENCE VISIONARY - \$1 MILLION

The California Resilience Challenge is seeking financial partners to commit to a financial contribution by Q1 2019. Sponsors at all levels will receive recognition for supporting innovative climate resilience projects across California, and gain front-row access to the best and brightest thinking in climate change adaptation across California.

- **Steering Committee Membership**
Become a voting member of the Challenge's decision making body, and build relationships with other innovative private sector leaders. The Steering Committee will decide which RFP respondents qualify for all Challenge grants, and the projects and award amounts for At Large Grants.
- **Become a Project Sponsor**
Directly award half the value of your contribution (minus administration), to qualifying project(s) of your choice, and elevate the visibility of your gift through the collective communications clout of Steering Committee members and the Bay Area Council. Project Sponsors will be specially recognized in all Challenge print and digital communications relating to the project.
- **Recognition for Projects Supported by At Large Grants**
Brand prominence in Challenge materials and media outreach related to projects awarded At Large Grants by the Steering Committee.
- **Global Climate Action Summit***
Recognition during keynote remarks at stakeholder reception at California Academy of Sciences in San Francisco during the Global Climate Action Summit.
- **Meetings with top state officials on climate resilience policy**
Challenge staff will work with Visionary Sponsors to organize meetings with top state officials and experts involved in climate resilience.
- **Executive Inclusion in short documentary video memorializing the Challenge (subject to Steering Committee approval)**
- **Brand Prominence in all Challenge-related digital and printed materials**

*Pending final agenda for summit side events.



SPONSORSHIP BENEFITS: RESILIENCE CATALYST - \$750k

The California Resilience Challenge is seeking financial partners to commit to a financial contribution by Q1 2019. Sponsors at all levels will receive recognition for supporting innovative climate resilience projects across California, and gain front-row access to the best and brightest thinking in climate change adaptation across California.

- **Steering Committee Membership**
Become a voting member of the Challenge's decision making body, and build relationships with other innovative private sector leaders. The Steering Committee will decide which RFP respondents qualify for all Challenge grants, and the projects and award amounts for At Large Grants.
- **Become a Project Sponsor**
Directly award half the value of your contribution (minus administration), to qualifying project(s) of your choice, and elevate the visibility of your gift through the collective communications clout of Steering Committee members and the Bay Area Council. Project Sponsors will be specially recognized in all Challenge print and digital communications relating to the project.
- **Recognition for Projects Supported by At Large Grants**
Commensurate brand prominence in Challenge materials and media outreach related to projects awarded At Large Grants by the Steering Committee.
- **Global Climate Action Summit***
Recognition during keynote remarks at stakeholder reception at California Academy of Sciences in San Francisco during the Global Climate Action Summit.
- **Meetings with top state officials on climate resilience policy**
Challenge staff will work with Visionary Sponsors to organize meetings with top state officials and experts involved in climate resilience.
- **Commensurate brand prominence in all Challenge-related digital and printed materials**

*Pending final agenda for summit side events.



SPONSORSHIP BENEFITS: RESILIENCE CHAMPION - \$500k

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- **Steering Committee Membership**
Become a voting member of the Challenge's decision making body, and build relationships with other innovative private sector leaders. The Steering Committee will decide which RFP respondents qualify for all Challenge grants, and the projects and award amounts for At Large Grants.
- **Become a Project Sponsor**
Directly award half the value of your contribution (minus administration), to qualifying project(s) of your choice, and elevate the visibility of your gift through the collective communications clout of Steering Committee members and the Bay Area Council. Project Sponsors will be specially recognized in all Challenge print and digital communications relating to the project.
- **Recognition for Projects Supported by At Large Grants**
Commensurate brand visibility in Challenge materials and media outreach related to projects awarded At Large Grants by the Steering Committee.
- **Recognition at Global Climate Action Summit**
Attendance and commensurate brand visibility at stakeholder reception at California Academy of Sciences in San Francisco during the Global Climate Action Summit.
- **Commensurate brand visibility in all Challenge-related digital and printed materials**



SPONSORSHIP BENEFITS: RESILIENCE LEADER - \$200k

The California Resilience Challenge is seeking financial partners to commit to a financial contribution by Q1 2019. Sponsors at all levels will receive recognition for supporting innovative climate resilience projects across California, and gain front-row access to the best and brightest thinking in climate change adaptation across California.

- **Steering Committee Membership**
Become a voting member of the Challenge's decision making body, and build relationships with other innovative private sector leaders. The Steering Committee will decide which RFP respondents qualify for all Challenge grants, and the projects and award amounts for At Large Grants.
- **Recognition for Projects Supported by At Large Grants**
Commensurate brand visibility in Challenge materials and media outreach related to projects awarded At Large Grants by the Steering Committee.
- **Global Climate Action Summit**
Attendance and commensurate brand visibility at stakeholder dinner at California Academy of Sciences in San Francisco during the Global Climate Action Summit.
- **Commensurate brand visibility in all Challenge-related digital and printed materials**



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SPONSORSHIP BENEFITS: RESILIENCE SUPPORTER - \$100k

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- **Recognition for Projects Supported by At Large Grants**
Commensurate brand visibility in Challenge materials and media outreach related to projects awarded At Large Grants by the Steering Committee.
- **Global Climate Action Summit**
Attendance and commensurate brand visibility at stakeholder dinner at California Academy of Sciences in San Francisco during the Global Climate Action Summit.
- **Commensurate brand visibility in all Challenge-related digital and printed materials**

For more information, please contact:
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