

Branding a “Green Miami Beach”

Current market trends suggest that aligning brand with the environmental movement is good for business.

The world’s largest corporations have become our new Green Leaders

ECOMB - the Environmental Coalition Of Miami Beach - would like to extend the following invitation to the Ocean Drive Media Group:

To lead our Miami Beach into a Green future while influencing mainstream media worldwide.

Green is Glamorous

Green neighborhoods, where we reside, reflect our **STATUS**, **WEALTH**, and how **CIVILIZED** we have become

Green environments that compel us are naturally **ATTRACTIVE** to gaze upon

Green behavior has a clear distinction of what is **POSH & NOT**

Green achievement represents currency we use to tally **PROMINENCE**

Green economy is gaining serious steam throughout all media outlets; **POP CULTURE** drives trends in waves

Green technology upgrades are associated with the **EXCLUSIVITY** of being the first to experience the society of tomorrow

ECOMB is Glamorous

ECOMB is the only environmental non-profit in Miami Beach, proudly serving our community for the past 13 years

ECOMB has adopted Flagler Monument Island, one of many locations where we photograph our routine volunteer cleanup events

ECOMB has recently been awarded public funds from Miami Dade County to implement its “Clean Beaches Campaign” that includes aerial, print, radio & television PSA's

ECOMB sits on the Green Ad Hoc Committee for the City of Miami Beach and the Chamber of Commerce

ECOMB works closely with the City of Miami Beach, Miami-Dade County, Port of Miami, Celebrity Cruises, and many other organizations, to ensure that our shorelines are litter free

Ocean Drive is Glamorous

The recent \$10 million dollar purchase of www.treehugger.com by Discovery Media serves as evidence that industry is accepting the Green Movement as an additional form of media

The luxurious, latino, hip-hop, and gay communities follow the environmental implications of South Beach because they look here to define their perception of cool

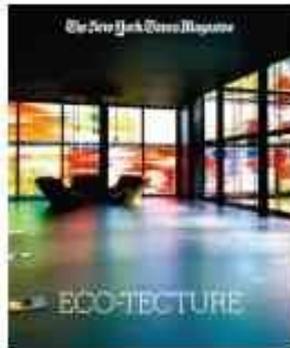
By including ECOMB into their brand , the Ocean Drive Media Group can diversify, increase, complement, & enhance current sales inventory by taking another local brand world-wide

The impact of nonprofit sponsorship births residual impressions because of press coverage and favorable word of mouth; consider the value of brokering these PR placements for corporate clients

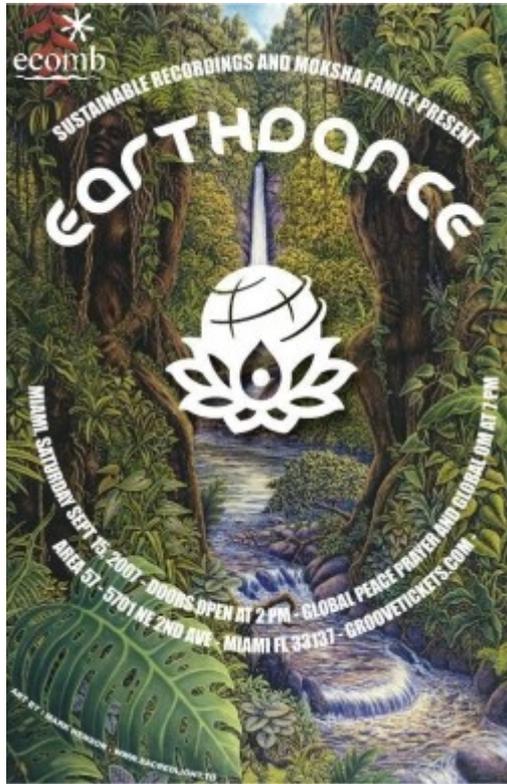
Proposal

- (1) Partner with the Environmental Coalition Of Miami Beach and the City of Miami Beach by endorsing the new “Adopt a Park Program” and approaching interested sponsors**
- (2) Host monthly ribbon cutting ceremonies at cleanup locations and feature photographs from the events on a special green page of Ocean Drive Magazine**
- (3) Refurbish Ocean Drive Magazine to meet current environmental standards**
- (4) Refurbish offices of Ocean Drive Media Group in according to current environmental standards**

Green is Editorial



Green is Social



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FOR
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CITY OF MIAMI MAYOR MANNY DIAZ AND
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OCEAN DRIVE

Green is Photogenic



Green is Inventory

**35 Parks in Miami Beach
(varying in size)**

**Approximately \$680,000 total
required City cost for
maintenance**

