ZERO EMISSIONS

SHOWCASE + RIDE & DRIVE

# MEDIA KIT

**June 18, 2025**

**Angel Stadium | 2000 E Gene Autry Way, Anaheim, CA**

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# 01
# INTRODUCTION

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## Purpose

This media kit is designed to simplify communications and help you amplify your presence at the Anaheim Zero-Emissions Showcase + Ride & Drive event. Whether you're showcasing equipment, hosting a resource booth, or participating in other ways, this kit provides everything you need to get the right engagement with your products and services before, during, and after the event.

## What's Included

- Email and social media brand guidelines
- Ready-to-use templates for email and social platforms
- Posting schedule recommendations
- Links to downloadable media assets

Please download the graphics and use our draft content to start posting.
Thank you for supporting the Zero Emissions Showcase + Ride & Drive in Anaheim, CA.

Need help using the media kit? Contact us at events@calstart.org for support.

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# 02
# EMAIL

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## Brand Guidelines for Email

- Use the official event graphic in all email communications
- Maintain a professional, friendly tone
- Include the event date, location, and your specific involvement at the event
- Utilize ready-to-use email templates when posting
- Always link back to the event landing page

## Email Schedule

- Initial announcement: 2-4 weeks before the event
- Reminder: 2 weeks before event
- Final details: 3-5 days before event
- Thank you/follow up: 1-3 days after event

Ready-to-use email templates

# Sample Email Template

SUBJECT LINE: Join us at the Zero-Emissions Showcase + Ride & Drive Event

Dear (Recipient Name),
We're excited to announce our participation in the upcoming Zero-Emissions Showcase + Ride & Drive event on June 18 at Angel Stadium in Anaheim, CA!

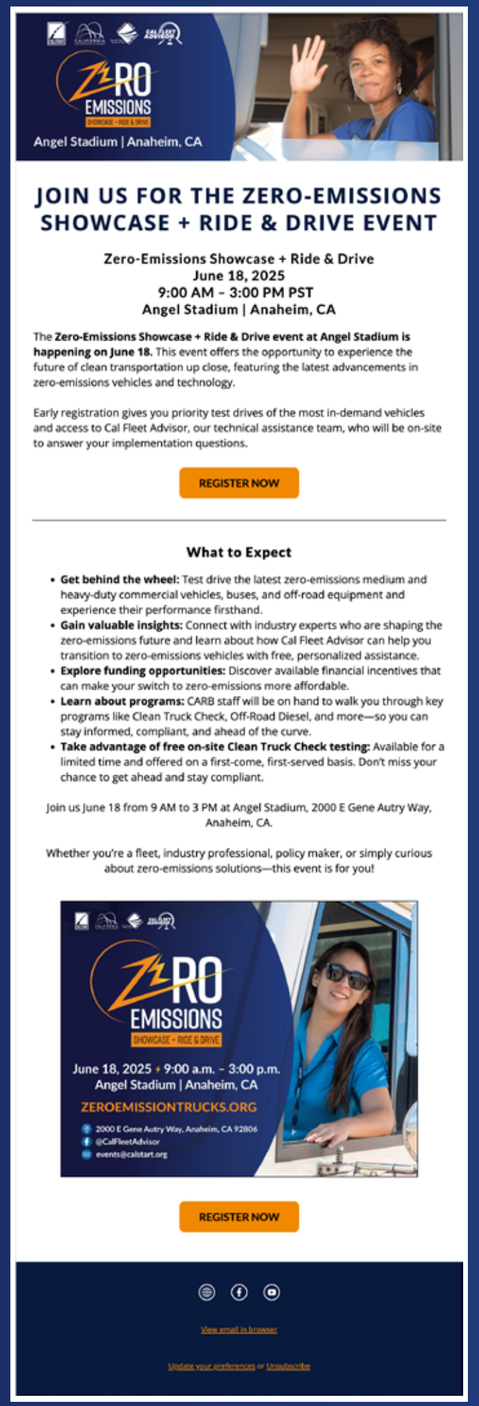
[FOR EQUIPMENT MANUFACTURERS]:
We'll be showcasing our latest [PRODUCT TYPE], including the [MODEL], which offers [KEY BENEFIT]. You'll have the opportunity to test drive our equipment and speak directly with our product specialists.

[FOR RESOURCE FAIR PARTNERS]:
Visit our booth to discover how our [PRODUCT/SERVICES] can help you [KEY BENEFIT]. Our team will be demonstrating [SPECIFIC FEATURE/INNOVATION] and offering exclusive event-day promotions.

Event Details:

- Date: June 18, 2025
- Time: 9:00 a.m. – 3:00 p.m. PT
- Location: Angel Stadium | 2000 E Gene Autry Way, Anaheim, California
- Our booth/station: [LOCATION NUMBER/AREA]

[CALL TO ACTION – e.g. "Register now" or "Stop by our booth"]
We look forward to seeing you there!



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## Email Banner

Click Here for Downloadable Email Banner

## Event Graphic

Click Here for Downloadable Event Graphic

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# 03
# SOCIAL MEDIA

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## Channels

- LinkedIn:
  https://www.linkedin.com/company/calstart

- Facebook
  https://www.facebook.com/CALSTARTHQ
  https://www.facebook.com/CalFleetAdvisor

# Brand Guidelines for Social Media

- Use official event hashtag: #AnaheimRideAndDrive2025
- Use approved event imagery (available in downloadable assets)
- Do not alter any media included in this package without first gaining approval from the Ride & Drive Marketing Team (contact: events@calstart.org)
- Keep messaging concise, energetic, and action-oriented
- Include your location/booth number when applicable
- CALSTART and HVIP should always be fully capitalized
- Tag @CALSTART and @CaliforniaHVIP on all related social media posts
- Utilize ready-to-use social templates when posting

# Brand Guidelines for Social Media

- Announcement post: 2-4 weeks before event
- Teaser content: 2-3 weeks before event (1-2 posts per week)
- Countdown: 1 week before (2-3 posts)
- Day-before reminder: 1 day before event
- Live content: During event (2-4 posts)
- Thank you/recap: 1-3 days after event

# Sample Social Media Copy

## For Equipment Manufacturers

*Pre-Event*

**We're bringing our (PRODUCT) to the Zero-Emissions Ride & Drive Event on June 18! Visit us at (LOCATION) for an exclusive test drive opportunity. #AnaheimRideAndDrive2025**
**Curious about how our (PRODUCT) can (BENEFIT)? Come see it in action at the Zero-Emissions Showcase + Ride & Drive Event on June 18. We'll be offering hands-on demos all day! #AnaheimRideAndDrive2025**

*During Event*

**We're live at #AnaheimRideAndDrive2025! Stop by (LOCATION) to test drive our (PRODUCT) and speak with our experts about how it can transform your (RELEVANT APPLICATION).**

*Post-Event*

**Thank you to everyone who visited us at #AnaheimRideAndDrive2025! If you missed the event, contact us at (EMAIL/PHONE) to schedule a demo of our (PRODUCT).**

Ready-to-use social templates

# Sample Social Media Copy

## For Resource Fair Partners

*Pre-Event*

**Discover the future of (INDUSTRY) at our booth during the Zero-Emissions Showcase + Ride & Drive event on June 18. We'll be showcasing our innovative (PRODUCT/SERVICE) that (KEY BENEFIT). #AnaheimRideAndDrive2025**
**Join us at the Zero Emissions Showcase + Ride & Drive on June 18 where our team will demonstrate how (YOUR COMPANY) is transforming (INDUSTRY) with sustainable solutions. Booth (NUMBER)! #AnaheimRideAndDrive2025**

*During Event*

**We're at Booth (NUMBER) at the #AnaheimRideAndDrive2025 today! Stop by to learn about (PRODUCT/SERVICE) and enter our exclusive giveaway for event attendees.**

*Post-Event*

**Thank you for making #AnaheimRideAndDrive2025 a success! If you missed us at the event, visit (WEBSITE) to learn more about the (PRODUCTS/SERVICES) we showcased.**

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# 04
# CUSTOMIZATION

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Feel free to customize these templates to match your brand voice and specific offerings, while maintaining the core messaging about the Ride & Drive event. If you have any questions about using these materials or need assistance with customization, please contact events@calstart.org for support.

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# 05

# MEDIA ASSETS

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## All partners can access our complete media package at:

Click Here for Downloadable Media Assets

## The package includes:

- High-resolution event graphic
- Email banner template
- Digital flyers

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# THANK YOU

June 18, 2025

Angel Stadium | 2000 E Gene Autry Way, Anaheim, CA

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