

Sponsorship Visibility



4,300 Subscribers
to Breathe California's e-news

1,100 visitors
to SacBreathe.org &
4,000 impressions
per month

Fact:
E-cigarette use among highschoolers has risen from 1.5% in 2011 to 11.7% in 2017.

+1000
1000
People Attend Breathe California Events Yearly



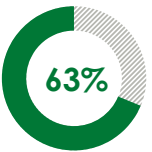
300 of Whom are **Cyclists**



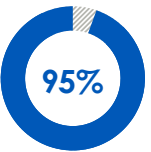
Fact:
Nearly **145,000** **asthmatics** live in the Sacramento area and **45,350** are **children**.
Asthma is also the leading reason for school absences.

Our Audience at a Glance

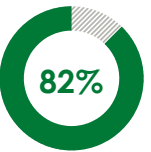
In a recent conducted study



report a household income of **\$100,000** or higher



live and spend disposable income in **Sacramento**



are **45 years** of age or older

58% **travel** more than twice a year, and **43%** travel **internationally** at least once a year



are **homeowners**




report earning a **College degree** & **38%** have a **Master's degree** or higher