



## Zero Waste Initiative 2010 Events Program

One of the most exciting things Yampa Valley Sustainability Council (YVSC) is doing to demonstrate Zero Waste in action is to make events in Steamboat Springs waste-free. When you bring hundreds, if not thousands, of people together, events can generate a tremendous amount of waste, mainly from disposable utensils and plates, food waste and beverage containers. But if done right, community special events can eliminate their trash cans altogether. The YVSC Zero Waste Initiative is helping event organizers make sure that everything sold at an event is recyclable or compostable, and our volunteers staff the Zero Waste stations and explain to event-goers how Zero Waste works. In 2009, we educated nearly 9,000 people at a wide range of Zero Waste events—from concerts to ski races—keeping an average of nearly 80% of event discards out of the landfill through composting and recycling.

### Sponsorship Opportunities

YVSC is seeking sponsors to help offset costs associated with providing this valuable Zero Waste service. As a sponsor of the Zero Waste Initiative, your financial contribution will go toward Zero Waste stations, equipment, new and better signage, outreach efforts and volunteer recruitment and coordination. In return for your sponsorship contribution, your business will receive the following marketing opportunities and visibility at events and in the community, as well as the satisfaction of supporting YVSC and its work to promote sustainability in the Yampa Valley. If you have questions or need more information about sponsorship opportunities, please contact Anne Mudgett, YVSC Coordinator, at [anne@yvsc.org](mailto:anne@yvsc.org) or 970.367.4439.



Volunteer Zero Heroes assisting with sorting at summer 2009 event.

## Sponsorship Levels

### Title Zero Waste Events Sponsor

#### \$10,000 Level *(limited to 1 business)*

- Exclusive Title sponsorship for the Zero Waste Initiative in 2010, with right of first refusal for following year
- Logo featured as most prominent sponsor on Zero Waste Station banners at events and on volunteer uniforms
- Recognition as Title sponsor during announcements at event
- Logo and link on YVSC e-newsletter (distribution 600+ monthly) and Zero Waste Initiative page on YVSC website
- Logo featured as most prominent sponsor on Zero Waste Event “How-To” rack card (circulation 500-1,000)
- Logo featured as most prominent sponsor on thank you ad at end of event season

### Presenting Zero Waste Events Sponsor

#### \$5,000 Level *(limited to 3 businesses) 2 left*

- Logo featured as Presenting sponsor on Zero Waste Station banners at events and on volunteer uniforms
- Recognition as Presenting sponsor during announcements at event
- Logo and link on YVSC e-newsletter (distribution 600+ monthly) and Zero Waste Initiative page on YVSC website
- Logo featured as most Presenting sponsor on Zero Waste Event “How-To” rack card (circulation 500-1,000)
- Logo featured as Presenting sponsor on thank you ad at end of event season

### Supporting Zero Waste Events Sponsor

#### \$2,500 Level *(limited to 4 businesses)*

- Logo featured as Supporting sponsor on Zero Waste Station banners at events and on volunteer uniforms
- Recognition as Supporting sponsor during announcements at event
- Logo and link on YVSC e-newsletter (distribution 600+ monthly) and Zero Waste Initiative page on YVSC website
- Logo featured as Supporting sponsor on thank you ad at end of event season

### Contributing Zero Waste Events Sponsor

#### \$1,000 Level *(limited to 5 businesses) 4 left*

- Business name featured as Contributing sponsor on Zero Waste Station banners at events
- Recognition as Contributing sponsor during announcements at event
- Business name on YVSC e-newsletter (distribution 600+ monthly) and Zero Waste Initiative page on YVSC website
- Business name featured as Contributing sponsor on thank you ad at end of event season

### Patron Zero Waste Events Sponsor

#### \$500 Level *(limited to 5 businesses)*

- Business name featured as Patron sponsor on Zero Waste Station banners at events
- Recognition as Patron sponsor during announcements at event
- Business name on YVSC e-newsletter (distribution 600+ monthly) and Zero Waste Initiative page on YVSC website
- Business name featured as Patron sponsor on thank you ad at end of event season

## Confirmed 2010 Zero Waste Event Calendar

5/8/10	Bike Fest
5/22/10	Jenna Gruben-Morrill Memorial
6/7/10	Colorado Association for Recycling Gala
6/19/10	Family Fun Fest
6/23/10	Bike to Work Day Breakfast
6/26/10	ReTree Colorado After-Planting Celebration
6/26/10	Free Summer Concert – Big Kenny and LovjOi ReUnited
7/23/10	Free Summer Concert – Rhythm Devils
7/23-7/24/10	Relay for Life
7/30/10	Free Summer Concert – The Easy Star Allstars
8/13/10	Free Summer Concert – JJ Grey & Mofro
8/15/10	SmartWool Bike-In Movie
8/20/10	Free Summer Concert – The Emmitt-Nershi Band
8/27/10 or 9/3/10	Safe Routes to School Bike Rodeo
10/1/10	YVSC Fall Fundraiser