



North Carolina Department of Environment and Natural Resources  
Division of Pollution Prevention and Environmental Assistance

Michael F. Easley, Governor

William G. Ross Jr., Secretary  
Gary Hunt, Director

Dear Colleague,

Partnerships accomplish great things – the joint efforts of N.C. DPPEA, local governments and private organizations across our state over the past six years created two appealing outreach campaigns to increase the public's commitment to recycling. The Recycle Guys and RE3.org messages have effectively reached out to our citizens all over North Carolina, and I'm pleased to report that they've been "stolen" by other states and communities throughout the nation.

Well, we're at it again!

This year we want to push the campaigns further, using new media such as radio streaming, new techniques such as web-based viral marketing, and new ads that are edgy, funny, and thought-provoking. And, more than ever, we want to make all of this happen the right way - through a strong PUBLIC-PRIVATE partnership.

N.C. DPPEA has committed \$150,000 in state funds for the RECYCLING OUTREACH campaigns. We followed up by asking local governments to join in the campaign. So far, they have pledged over \$40,000, and more may be on the way. **Especially, if they see that the private sector gets energized to participate.**

In that spirit, we went hunting for someone in the private sector to "get the ball rolling." Because we had worked with this group before, we asked the N.C. Beverage Association (formerly, the N.C. Soft Drink Association) to take the first step. NCBA's governing board in late December voted to commit \$15,000 to the campaigns, *if we could raise an additional \$35,000* from other private sector companies and trade groups.

NCBA Chairman George Suddath, who works for Pepsi Bottling Ventures in Raleigh, **bets his association will never have to spend a dime**, because the rest of the private sector won't be up to the challenge! (He dared me to tell you what he said.) *Help us make George eat those words!* More importantly, help us publicize the terrific news about how recycling is good for the environment and the economy, and how together we can build a better future for recycling in North Carolina.

As a sponsor, you will be recognized as a leader in the state helping to increase recycling participation and collection of material. N.C. DPPEA can provide many co-branding opportunities to each company that joins us as a sponsor. If you would rather provide support via an in-kind donation those opportunities are also available. **Now is an opportune time for all stakeholders to unite and increase recycling awareness in North Carolina.**

I look forward to discussing this with you further and starting our successful partnership. I will be contacting you to follow up and answer any questions.

Sincerely,

Kelley Denning  
Education and Outreach Project Manager



[www.RecycleGuys.org](http://www.RecycleGuys.org)



[www.RE3.org](http://www.RE3.org)

1639 Mail Service Center, Raleigh, North Carolina 27699-1639

Phone: (919) 715-6500 FAX: (919) 715-6794

An Equal Opportunity \ Affirmative Action Employer

100% Recycled \ 100% Post Consumer Paper

### SPONSORSHIP TIERS

RECEIVE:	\$15,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Logo and name prominently featured on Recycle Guys and RE3.org Web sites with a direct link to the company Web site	x	x	x	x	x	x
Name featured in all NC DPPEA <b>social marketing materials</b> including bi-annual electronic newsletter, conference presentations, news releases, etc.	x	x	x	x	x	
Name prominently featured for one year on the <b>RE3.org booth sponsorship banner</b>	x	x	x	x		
Ability to participate in NC DPPEA's Social Marketing <b>Advisory Committee</b> that will help make decisions about upcoming media buys and promotional material	x	x	x			
Logo featured on RE3.org or Recycle Guys <b>t-shirts</b>	x	x				
Logo and name co-branded with RE3.org or Recycle Guys on other <b>advertising methods</b> (i.e. TV, Radio or Newspaper)	x					

### IN-KIND AND SPECIFIC DONATIONS

Item	Cost	Details	Recognition on Item
RE3.org Truck Ads	\$ 100	Production cost of 1 ad	Logo and name
Recycling Curriculum Guides	\$ 5,000	Printing of 10,000 guides	Logo and name
Recycle Guys Activity Books	\$ 7,000	Printing of 20,000 activity books	Logo and name
Recycle Guys Posters	\$ 500	Printing of 2,500 posters	Logo and name
Recycle Guys Trading Cards - Milk Jug Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Newspaper Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Battery Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Plastic Bottle Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Tire Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Dottie Bottle	\$ 1,500	Printing of 100,000 trading cards	Logo
Can Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Motor Oil Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Letter Lady	\$ 1,500	Printing of 100,000 trading cards	Logo
Box Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Compost Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Paper Guy	\$ 1,500	Printing of 100,000 trading cards	Logo
Backpack Guy	\$ 1,500	Printing of 100,000 trading cards	Logo