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 Dennings
Education and Outreach Project Manager
## SPONSORSHIP TIERs

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

## IN-KIND AND SPECIFIC DONATIONS

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