



Pennsylvania  
Resources  
Council

Working to protect the environment since 1939

## TRAVELING GLASS RECYCLING BIN

# SPONSORSHIP OPPORTUNITY

- PROJECT:** PRC's Traveling Glass Recycling Bin pilot program expands PRC's current glass recycling collection opportunities.
- "Traveling Glass Recycling Bin" offers a contact-free drop-off service in municipalities no longer accepting glass in curbside recycling collection. This weeklong service, which is free to residents, provides a safe method of recycling glass while eliminating the need to interact with other individuals or touch shared surfaces.
- NEED:** At least a third of municipalities in Allegheny County have lost or will lose glass in curbside contract by the end of 2020. PRC expects every municipality in Allegheny County to eliminate glass in curbside recycling contracts within the next few years.
- LOCATIONS:** Bin is scheduled to rotate throughout western Pennsylvania for one-week engagements (Saturday thru Thursday) to enable self-serve glass drop off during daylight hours.
- ITEMS COLLECTED:** Glass bottles, jars, and jugs of all colors
- LAUNCH:** Traveling Glass Recycling Bin's inaugural appearance – hosted by Hampton Township in June 2020 – enabled 700 households to drop off 15 TONS of glass (30-yard bin filled 4 times) for recycling.

Sponsoring the Traveling Glass Recycling Bin program provides many opportunities for your company to be seen by current and potential customers.

Sponsorships can be customized based on your company's goals and budget.

# Sponsor of 10 Weeklong Events: \$4,000

Your organization will be the exclusive business sponsor of 10 designated weeklong Traveling Glass Recycling Bin engagements.

Your organization's investment will provide matching grants to subsidize the expenses of 10 local municipalities serving as collection hosts.

Your organization will receive on-site recognition (each event attracting as many as 1,000 individuals) including:

- 2' x 3' event sign posted at each event
- Up to 3 yard signs posted at each event (provided by sponsor)

Your organization's logo will appear on:

- One event flyer per engagement (10 total) shared with host municipality for promotion via website, community newsletters, etc.

Your organization will receive recognition, logo visibility and a hotlink on the PRC website ([www.prc.org](http://www.prc.org)) attracting 100,000+ discrete users.

Your organization will receive recognition and hotlink in multiple PRC blog posts.

Your organization will receive recognition in PRC quarterly eblast sent to 15,000 supporters.

Your organization will receive recognition on PRC Facebook, Twitter and Instagram accounts attracting 20,000+ followers.

- Tag recognition in Facebook event listing for each event
- Tag recognition in 2 social media posts per event (all platforms)

Your organization will receive recognition in event press releases and media alerts.