

# ZERO WASTE FEST

by Plastic-Free YYC

## SPONSORSHIP OPPORTUNITY

Plastic-Free YYC is putting on Alberta's second annual Zero Waste Festival on August 27-30! The Zero Waste Festival is an event that welcomes everyone interested in learning how to live more sustainably. This is done through speakers sharing their expertise on various facets of zero waste living and innovative businesses showcasing plastic-free solutions. Last year's festival attracted 2000+ audience members, received media attention from Calgary's main news outlets and helped our sponsors promote their work and brands with our thousands of followers, all the while fulfilling Plastic-Free YYC's mission to educate Calgarians about reducing plastic waste. While we would have loved to host another in-person Zero Waste Festival this year, we recognize that the current need for physical distancing presents us with a unique opportunity - an opportunity to create an online experience that reaches those beyond our province and even beyond our country. We look forward to helping even more people move towards a plastic-free lifestyle through this year's Zero Waste Fest Online!

**The Zero Waste Festival would not be possible without the support of our generous sponsors.**

We are currently looking for monetary sponsors, but would also be grateful for donations of goods or services in-kind to help us make this event effective and memorable. We would be extremely grateful for your consideration of our following sponsorship packages. Please contact us directly to discuss details.



[plasticfreeyyc.com/zerowastefest](https://plasticfreeyyc.com/zerowastefest)  
[zerowastefestyyc@gmail.com](mailto:zerowastefestyyc@gmail.com)  
587-216-3953

Presenting Sponsor

THE  
APOTHECARY  
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# RECOGNITION & SPONSORSHIP 2020

Sponsorship Packages	Plastic Free Pioneer \$75+	Rubbish Rebel \$200+	Waste Free Warrior \$500+ Limited Spots Available
Instagram Story Feature	X	X	X
Listing on Event Website	X	X	X
Free Tickets To Paid Session	X One Ticket	X Two Tickets	X Two Tickets
Social Media Features Across Our Channels		X	X
Logo On "Thank You" Slide		X	X
Special Mention During 1 Session			X
Blog Feature			X
Moderate A Session			X
Instagram Takeover For A Day			X
Logo on Sponsors Slides			X
Opportunity to have your products featured in official ZWF VIP box			X
Opportunity to host your own DIY workshop with product sales potential			X

**20% discount on all sponsorship packages for nonprofits and charitable organizations**



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# IN-KIND SPONSORSHIP

## IN-KIND SUPPORT WISH LIST:

- Product donations for door prizes, giveaways and official VIP ZWF box
- Exclusive discount codes/coupons for ZWF attendees
- Collateral & Promotional
- Any additional items that may help to make this festival a smashing success!

## OTHER OPPORTUNITIES:

- Host a Zero Waste Festival pre- or post-event party
- Marketing opportunities in our event communications
- Banner ads on ZWF landing page

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If you are able to offer in-kind goods or services for our event, we appreciate your support and would be pleased to ensure sponsorship recognition corresponding to the value of your donation.

**Contact us to discuss:**

[zerowastefestyyc@gmail.com](mailto:zerowastefestyyc@gmail.com)

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Funding for the event will help cover the operational costs of the event (online platform license, publications & promotional material, speaker fees and more) It is important to note that as this festival will be one of Plastic-Free YYC's biggest fundraisers for the year therefore, proceeds will go towards our non-profit to be used in our general operations. This funding will provide us the means to continue offering free zero-waste/plastic-free educational events, workshops, and more throughout Calgary. Proceeds will also help cover all the operational expenses we have for Plastic-Free YYC and our campaigns' expenses (ReConstruct YYC, BantheBagYYC, BYOContainer, & Last Straw Calgary). We have big goals to achieve this year, and we aim to see Calgary as the first major prairie city to embrace plastic-free living and to provide a greener future for the next generation.



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# THANK-YOU

Plastic-Free YYC is a non-profit aimed at reducing single-use and other unnecessary plastic by raising awareness about the overall impact of plastic on our community and our planet. Through outreach, education, and events, Plastic-Free YYC has been growing and collaborating with individuals, businesses, and government to demonstrate that land-locked Calgarians have an important role in waste prevention. Last year, 150 establishments committed to go straw-free as a result of our campaign Last Straw Calgary. We also participated, hosted and/or presented at over 35 events throughout Calgary, creating an highly engaged followership and supporters.