



**GREAT AMERICAN
CLEANUP®**

**HOW YOU CAN BENEFIT
FROM OUR NATIONAL
SPONSORS & PARTNERS**

(Information as of 1-12-10)



GREAT AMERICAN CLEANUP



2010 NATIONAL SPONSORS



Educational Partner



RUBBER
manufacturers
association



GREAT AMERICAN CLEANUP[®]

Exciting National Sponsor Programs Under The Great American Cleanup[™] Umbrella (to date)



- Showcase events in select markets
- Engaging employees to volunteer



- In-kind support for local events
- Showcase events in select markets; PR support
- Engaging employees to volunteer



- In-Kind Program Posters
- Selected bottler participation
- Soft drinks for volunteers
- Engaging employees to volunteer



- Grants & In-kind for community gardens in select markets in select markets
- Lawn care and water quality education piece for distribution by affiliates



- Nationwide sampling of 3.5 million trash bags



- Providing Nestlé[®] Pure Life[®] Purified Water at events
- Placing Great American Cleanup messaging online
- PET recycling grants for selected participating organizations
- Engaging employees to volunteer



- In-kind donations to selected markets (TBD)
- Engaging employees to volunteer



- In-Kind machine allocation for select local program activities
- Engaging employees to volunteer



mighty. small.

- National challenge involving college women's organizations



- Providing grants to select markets for mission consistent activities
- Sampling considered based on requests involving local litter prevention education activities involving grade school students



How The Dow Chemical Company Is Supporting The Great American Cleanup:

- Providing funding through a National Sponsorship Donation that provides the support/materials to our participating organizations nationwide
- Encouraging participation by local Dow representatives
- Supporting selected showcase events

What You Can Do To Recognize Their Support:

- Involve local representatives in your program
- Take pictures of their employees participating in your events
- Make sure to include local representatives involvement in your Wrap-Up Report
- Hang the Program Banners at events, & take pictures of the banners, their employees, trucks & dumpsters/rolloffs, etc...
- Mention their support in articles, radio & TV
- Develop creative ways to draw attention to their sponsorship



GLAD® Trash Bags Is Supporting The Great American Cleanup Through:

- Providing funding through a National Sponsorship Donation that provides the support/materials to our participating organizations nationwide
- Providing 3.5 million GLAD Trash Bags to Great American Cleanup programs nationwide

What You Can Do To Recognize Their Support:

- Hang the Program Banners featuring their logo at events
- Take pictures of their products being used during events, piles of filled trash bags, etc...
- Mention support in articles, radio & TV Use their product as a “prop” at TV interviews and during photo opportunities
- Develop creative ways to draw attention to their sponsorship



NEW FOR 2010!

Nestlé® Pure Life® Purified Water Is Supporting The Great American Cleanup Through:

- Providing funding through a National Sponsorship Donation that provides the support/materials to our participating organizations nationwide
- Providing bottles that are better for the environment, because they are made with up to 30% less plastic versus comparable size, leading beverage brands
- Providing Nestlé® Pure Life® Purified Water for Great American Cleanup programs for use at events.
- Placing Great American Cleanup messaging online
- Promoting recycling of PET bottles through a Grant program for Great American Cleanup Participating Organizations. See program kit for more details.
- Engaging employees to volunteer



What You Can Do to Recognize Their Support:

- Serve Nestlé® Pure Life® Purified Water at your events and take pictures
- Promote recycling at your events and in your community
- Hang posters and banners throughout your community and take pictures
- Mention their support in articles, radio and TV
- Use their product and/or poster as a “prop” at TV interviews & photo opportunities
- Develop creative ways to draw attention to their sponsorship



NEW FOR 2010!

mighty. small.

- o.b.[®] tampons provide a simple way for women to make a small, but mighty change in their daily habits to help reduce waste and make a positive impact on the environment.
- Because o.b.[®] tampons do not have an applicator, they generate 58 percent less waste than any applicator tampon.*
- National challenge involving college women's organizations called "Keep America Beautiful® Great American Cleanup™ o.b.[®] mighty. small.™ challenge" (with cash award offered) see program info included in your program kit.

*For o.b.[®] Regular and Super Absorbency tampons.

What You Can Do To Recognize Their Support:

- Hang the Program Banners featuring their logo at all events, & take pictures of them hanging during the actual events
- Take pictures of their products being sampled during events
- Mention support in articles, radio & TV
- Use their product as a "prop" at TV interviews and during photo opportunities
- Develop creative ways to draw attention to their sponsorship



Pepsi Is Supporting The Great American Cleanup Through:

- Providing funding through a National Sponsorship Donation that provides the support/materials to our participating organizations nationwide
- Providing posters for participating programs to use to announce program in all participating communities
- Encouraging Pepsi bottlers to participate with our local organizations

What You Can Do To Recognize Their Support:

- Involve the local Pepsi Bottler in your program
- Serve Pepsi soft drinks at your events & take pictures
- Take pictures of their employees participating in your events
- **Make sure to include local bottler involvement in your Wrap-Up Report**
- Hang the posters throughout your community & take photos of them
- Hang the Program Banners & take pictures of them
- Mention their support in articles, radio & TV
- Use their product & poster as a “prop” at TV interviews & photo opportunities
- Developed creative ways to draw attention to their sponsorship



NATIONAL SPONSOR



ScottsMiracle-Gro will integrate the efforts of several of its strategic partners, including Keep America Beautiful, Garden Writers Association of America, the National Gardening Association and others, toward the advocacy and support of community gardens and green spaces in select markets.

Building upon its tradition of educational outreach on lawn and garden best practices to homeowners, ScottsMiracle-Gro will:

- **Encourage the public to actively engage in home and community gardening**
- **Develop and maintain community gardens and green spaces in key cities**
- **Promote the donation of produce proceeds to benefit local Plant A Row for the Hungry food pantries**
- **Educate the public on best practices of home and community gardening development**
- **Create a model for community gardening in key underserved markets in the U.S.**

What You Can Do To Recognize Their Support:

- **Hang the Program Banners featuring their logo at events**
- **Take pictures of their products being used during events, volunteers planting gardens & trees, gardens in bloom etc.**
- **Hand out materials at your events.**
- **Mention support in articles, radio & TV Use their product as a “prop” at TV interviews and during photo opportunities**
- **Develop creative ways to draw attention to their sponsorship & support programs**



How Solo Cup Company Is Supporting the Program:

(The first nationally available full line of convenience tableware products made using recycled, compostable or renewable materials)

- Placing Great American Cleanup messaging on packing
- Providing cups made with 20% post-consumer recycled plastic cups and plates made from renewable materials
- Engaging employees to volunteer
- Promoting recycling of single-use tableware & food & beverage containers

What You Can Do To Recognize Their Support:

- Hang the Program Banners featuring their logo at all events, & take pictures of them hanging during the actual events
- Take pictures of their products being used during events
- Mention support in articles, radio & TV
- Use their product as a “prop” at TV interviews & during photo opp
- Develop creative ways to draw attention to their sponsorship



NATIONAL SPONSOR



Special Ways That Troy-Bilt® (by MTD) Is Supporting Us Through The Great American Cleanup:

- Providing funding through a National Sponsorship Donation that provides the support/materials to our participating organizations nationwide
- Donating in-kind machines to specially selected participating programs

What Can You Do To Recognize Their Support:

- Hang the Program Banners featuring their logo at all events, & take pictures of them hanging during the actual events
- Mention their support in articles, radio & TV

4-Cycle Backpack Blower AND Professional Quality 4-Cycle String Trimmer Recipients Only:

- Make a “big story” out of receiving two in-kind machines and make your machines the focal point (“hero”) of your events through media and PR efforts
- Take pictures of your machines & use your machines as a “props” at TV interviews & photo opportunities and send them in with your report



How Waste Management Is Supporting Us Through The Great American Cleanup:

- Providing funding through a National Sponsorship Donation that provides the support/materials to our participating organizations nationwide
- Encouraging participation by local Waste Management representatives
- Supporting selected showcase events

What You Can Do To Recognize Their Support:

- Involve local representatives in your program
- Take pictures of their employees participating in your events
- Make sure to include local representatives involvement in your Wrap-Up Report
- Hang the Program Banners at events, & take pictures of the banners, their employees, trucks & dumpsters/rolloffs, etc...
- Mention their support in articles, radio & TV
- Develop creative ways to draw attention to their sponsorship



WRIGLEY

NATIONAL SPONSOR

How Wrigley Is Supporting Us Through The Great American Cleanup:

- Providing funding through a National Sponsorship Donation that provides the support/materials to our participating organizations nationwide
- Placing Great American Cleanup messaging on products
- Sampling considered based on requests involving local litter prevention education

What You Can Do To Recognize Their Support:

- Hang the Program Banners featuring their logo at all events, & take pictures of them hanging during the actual events
- Take pictures of their products being enjoyed during events
- Mention support in articles, radio & TV
- Use their product as a “prop” at TV interviews and during photo opportunities
- Develop creative ways to draw attention to their sponsorship



RUBBER
manufacturers
association

How the RUBBER MANUFACTURERS ASSOCIATION Supporting Us Through the Great American Cleanup:

- Providing participating organizations with the information on resources available for recycling and properly disposing of tires
- Providing an up-to date directory of the major scrap tire processors per state,
- and a link for nationwide access to this information at www.rma.org

...IN EXCHANGE FOR US RECOGNIZING THEIR SUPPORT