



# Eco-friendly Sponsor Opportunity!

Are you looking for a unique sponsorship opportunity with a home-grown Milwaukee non-profit organization? Do you think about building a sustainable future by re-thinking our “waste” and “resource” streams?

“It’s only waste if it’s wasted” and rather than filling a landfill, [Kompost Kids](#) has rescued approximately ***one metric ton*** (~2000 pounds) of organics from the [Bay View Bash](#) Street Festival each year since 2015. That’s a lot of beer cups and corncobs! We do this through hand-sorting all items that make their way into a festival receptacle (garbage, recyclables, and compostable materials) to reclaim items that don’t belong in a landfill. Through this process we recycled another quarter ton of materials, but we still have a long way to go... Last year, ~2 tons of material from the Bash went to the landfill, and an estimated 38% of it was recyclable.

In our 8<sup>th</sup> year, Kompost Kids is innovating our street festival composting methods with our awesome partners: the Bay View Bash, Milwaukee Area Science Advocates, and Blue Ribbon Organics. We’re also looking for sustainability initiative sponsors (aka “Landfill Diversion Sponsors”) for the day of the Bay View Bash: Saturday, September 15<sup>th</sup>, 2018. If you haven’t been, the Bash attendance is anywhere from 25-40,000 visitors each year during the festival. You can join our amazing team with a sponsorship; the community will thank you!

Our biggest bottlenecks are the amount of volunteer power required to hand-sort all materials, plus the late evening hours of the Bash. Eventually we have to stop sorting materials and call it a night, leaving some of the stream of recyclables and organics in landfill dumpsters. This year we’re incentivizing diversion of organics with “Diversion Sponsors” who provide a minimum sponsorship, plus a pledged incentive based on pounds of organics diverted from the landfill over the minimum goal of 1,000 pounds. Kompost Kids will NOT keep any portion of the diversion sponsorship money raised, and in fact is a Diversion Sponsor.

“Diversion Sponsors” provide a minimum sponsorship, plus a pledged incentive based on pounds of organics diverted from the landfill over the minimum goal of 1,000 pounds. The sponsorship levels are:

- **Sustainability Signage\***:  **$\$250 + \$0.25/\text{pound} >1,000 \text{ pounds}$**  (maximum total sponsorship \$750)
- **Tshirt\*\* + Signage**:  **$\$500 + \$0.50/\text{pound} >1,000 \text{ pounds}$**  (maximum total sponsorship \$1500)
- **Sustainability Tent Naming Rights\*\*\* + T Shirt + Signage**:  **$\$1,000 + \$1/\text{pound} >1,000 \text{ pounds}$**  (maximum total sponsorship \$3,000)

For example, a sponsorship based on 2,500 TOTAL pounds diverted (1,500 pounds over 1,000 pound goal) could look like:

(1) Signage:  $\$250 + (\$0.25/\text{pound} * 1,500 \text{ pounds}) = \$625$

(2) T Shirt + Signage:  $\$500 + (\$.50 \text{ per pound} * 1500 \text{ pounds}) = \$1,250$

(3) Tent Naming + Tshirt + Signage:  $\$1,000 + (\$1 \text{ dollar per pound} * 1,500 \text{ pounds}) = \$2,500$

All sponsors will also get shout-outs on Kompost Kids various social media channels, with a strong connection to Milwaukee’s environmental community.

In addition to Diversion Sponsors, we're recruiting Diversion Sorting Teams (environmental school groups, after school programs, garden groups, community groups, your kickball team, you name it!) that can earn funds for their projects. All of the sponsorship from Diversion Sponsors will go to these teams, and Kompost Kids is acting as a Diversion Sponsor as well! We're kicking in our own money, and your support will help us get even farther. We believe we can perfect this model of volunteer power and sponsorship that any street festival could replicate, and we are thankful to our partners in sustainable innovations. Come join us.

Want to learn more about being a Diversion Sponsor? Please contact Marion at: [marion.e@kompostkids.com](mailto:marion.e@kompostkids.com). WAAAY more information in the FAQs below, and more about the Diversion Teams can be found at [www.kompostkids.org/BVB](http://www.kompostkids.org/BVB).

Kompost Kids Inc. is an all-volunteer 501(c)3 nonprofit; sponsorships are tax deductible to the extent allowed by law.

\*Sustainability Signage: on sustainability messaging around the Bash (on vendor booths, marketing materials, garbage cans?)

\*\*T Shirts: these are worn by Diversion Sorting Teams as they sort materials out in the open at the festival, and collect bags of compostables, recyclables, and landfill materials throughout the day

\*\*\*Sustainability Tent Naming Rights (the banner on the tent would be the XXXX Sustainability Tent where we do all of the sorting of materials and provide sustainability education, and all pre-event marketing would list the Sustainability Tent by name; e.g.: "Meet us at the XXXXXX Sustainability Tent at the Bash to learn more!")

## **FAQs:**

### **--How do you know the weight of organics diverted?**

The compostable materials go to Blue Ribbon Organics in Caledonia, WI, a commercial composter who can accept many types of organics, such as compostable corn-based plastics (e.g. beer cups, forks, straws, etc.), meat/bones, and post-consumer food (e.g a half eaten burritos). We use the weigh station on the way there and back to get a "full" and "empty" truck and trailer weight. The difference between these two weights equals our pounds diverted.

### **--What if you divert less than your 1000-pound goal?**

This could happen if it rains, if we don't have enough volunteers, and/or if attendance is low for other unforeseen reasons. In this case, there would be no additional pledged incentive. The Diversion Teams would still split the minimum sponsorship.

### **--How do you know only organics will be weighed and composted?**

We have validated our sorting technique over the last 3 years, so are confident in our ability to replicate that! That said, we've partnered with Blue Ribbon Organics for several years, and highly value our working relationship. If the bags contain unacceptable/unsafe items (plastics, glass, bags of dog poop, diapers) – this is considered "contamination." If it is contaminated, Blue Ribbon will have to reject what we send them to protect their product of finished compost, and we would have to take the materials landfill. Our volunteers make sure this doesn't happen!

### **--How will the Diversion Sponsorship be split?**

Sponsorship will be divided between Diversion Teams. The amount to each team will be determined by number of people volunteering, multiplied by hours volunteered during the Bash weekend over the total number of all Diversion Team volunteer hours. Kompost Kids will NOT keep any portion of the sponsorship money raised, and in fact is a Diversion Sponsor!

**--Why are you doing this?**

As Milwaukeeans, we love our street fests. As compost and sustainability experts, it's a little tough to see all those corncobs and plastic beer cups in a garbage bin headed to a landfill. Food scraps and recyclables are an important part of our sustainable future. We know we can change the way festivals think through their "waste/resource" stream, and throw in a little community education while we're at it. And, once we simplify the process, we'll share with anyone interested in making their event more sustainable.

**--What else is new for 2018?**

This year, our intern will be focusing on community and restaurant compost education, and we want this to be a beneficial experience for our Diversion Teams and volunteers as well. Also new this year, the Bash has agreed to ELIMINATE plastic water bottle sales!! They are quite the awesome partner.

**--The Diversion Sponsorship process seems a little complicated, why are you doing it this way?**

Both Diversion Sponsorship and incentivizing Sorting Team volunteers is new this year, and we will streamline the process in the future. For this year, we're trying to figure out how to increase diversion with more volunteer power and a flat sponsorship level wouldn't necessarily do that. We set a maximum total for each sponsorship level as a precautionary measure because we don't know the actual weight organics that were not diverted from the landfill in the past years. We set a minimum to provide baseline incentive for Sorting Teams.

**--This sounds super rad. I want to get involved, but don't think sponsorship is right at this time.**

No problem, there are lots of ways to get involved! Our sustainable events strategic planning team is meeting now – email Renee at: [compost@kompostkids.com](mailto:compost@kompostkids.com) if you'd like invites for those meetings. Additionally, we are looking for individual volunteers and Diversion Teams. Go to [www.kompostkids.org/BVB](http://www.kompostkids.org/BVB) for more information.