

ANNUAL SPONSOR

2022 Sponsorship Proposal



PRESENTED BY

Allyson Mitchell
Executive Director
CircularIndiana.org



YOUR SUPPORT MATTERS



As an Annual Sponsor, you are recognized for your leadership, expertise, and capabilities to an audience that wants to do business with you. Your partnership with CIRCULAR INDIANA also gives you exclusive opportunities to engage with state and local elected officials and policy makers to achieve shared goals.

Sponsorships are how we get things done.

Together, we will:

- Increase the recycling rate in Indiana;
- Advocate for just and equitable policies;
- Strengthen supply chains in Indiana;
- Support Indiana manufacturers;
- Leverage existing infrastructure;
- Foster the next generation of leaders;
- Elevate marginalized voices; and
- Improve environmental outcomes

The legacy of your sponsorship will continue to provide benefits—through innovative partnerships, new customers, and strengthened relationships—for months and years to come.

CIRCULAR INDIANA is the only statewide 501(c)(3) for-impact organization representing concerned citizens, state and local government officials, businesses, industry, and environmental groups since December of 1989.

We are committed to modeling diversity, equity, and inclusion through our work and dedicated to maintaining an inclusive environment with equitable outcomes for all.



**EDUCATE
TO EMPOWER**



**ADVOCATE
TO ADVANCE**



**INSPIRE
TO INNOVATE**

The mission of CIRCULAR INDIANA is to educate, advocate, and inspire all individual, community, corporate, and governmental stakeholders to strengthen Indiana's circular economy through engagement, collaboration, leadership, and innovation.



Allyson Mitchell

Executive Director, Circular Indiana

Email: allyson@circularindiana.org

Phone: 317.632.5915 ext. 154



ANNUAL SPONSORSHIP OPPORTUNITIES

When you become a sponsor of **CIRCULAR INDIANA**, you play a crucial role in strengthening the circular economy in Indiana. You are also recognized as a leader by industry peers, the general public, and potential clients. Circular Indiana offers annual sponsorships for a variety of education and advocacy programs and events, as well as outreach campaigns. Sponsor benefits vary and are customized for each sponsor. For more information and to become a sponsor, contact **Allyson Mitchell** at allyson@circularindiana.org.

CIRCULAR ECONOMY CHAMPION

\$50,000 annual, 3-year commitment

As our highest level sponsor, you make it possible for us to realize our vision for Indiana. A **Circular Economy Champion** pledges to support Circular Indiana at \$50,000 per year for three years, gains exclusive opportunities to select a program for impact, and unlocks customized benefits.

Your sustained commitment provides the foundational support to pursue visionary, long-range projects for a lasting legacy of impact.

At this level, you gain the unique opportunity to convene a Full Circle Event. These events are hosted by the sponsor, organized by Circular Indiana, and attended by elected officials and aligned partner organizations.

Alternatively, this sponsorship can be customized to support Circular Indiana's other program offerings.

ELEVATING PARTNER

\$10,000 – \$25,000

Elevating Partners provide annual financial stability, allowing responsive program implementation and expansion. At this level, you can support Circular Indiana's advocacy efforts, educational programs, and/or outreach campaigns.

SUSTAINING PARTNER

\$5,000

Sustaining Partners bolster our offerings and ongoing programming. At this level, you can support Circular Indiana's advocacy efforts, educational programs, and/or outreach campaigns.

SUPPORTING PARTNER

\$2,000

Supporting Partners supplement our efforts by allowing us to reach more Hoosiers. At this level, you can support Circular Indiana's advocacy efforts, educational programs, and/or outreach campaigns.

Annual Sponsorships align with the calendar year; beginning on January 1 and ending on December 31. Sponsor year is determined by the year of date in which the funds are received, unless otherwise agreed upon by the sponsoring organization and Circular Indiana.

t: 317.632.5915

a: 708 East Michigan Street, Indianapolis, IN 46202

w: circularindiana.org



FULL CIRCLE EVENTS

This event focuses on bringing legislators and local policy makers and economic development leaders together to visit a major employer in Indiana that exists within the circular economy and manufacturing industry. During an **immersive facility tour**, attendees will gain insight into your company's unique strengths and challenges, witness the relationship between the manufacturing supply chain and the circular economy, and discover Indiana's strategic advantages in this expanding framework. Following the tour, CIRCULAR INDIANA will lead a facilitated policy discussion to explore solutions to manage risks, solve problems, and capture opportunities.

Circular Indiana convenes hosts, co-hosts, and partners to develop the VIP invitee list, manages implementation responsibilities, and orchestrates the policy discussion component of the event. Post-event, Circular Indiana distributes a press release and professional photos from the event. These events can be hosted on-site at your facility, OR at an off-site event venue* to suit your needs, employing a virtual facility tour option.

As the host of this event, you will maximize relationships with:

- Elected officials at the Congressional, state, and local level;
- Economic development organizations, trade associations, and state agencies; and
- Customers, supply chain partners, and other Circular Indiana organizational members.

At this event, attendees will:

- Learn about the supply chain challenges faced by major employers who are innovators in the circular economy and manufacturing industry;
- Expand upon opportunities to leverage Indiana's unique mix of infrastructure to support existing Hoosier businesses; and
- Explore Indiana's potential for becoming a leader in the circular economy through policies, incentives, and education.

EVENT HOST

Circular Economy Champion

Largest logo on invitation, main speaking role at event, priority role in setting agenda and invitee list, assists in sending invitations and securing RSVPs.

EVENT CO-HOST

Elevating Partner

Logo on invitation, secondary speaking role at event as agenda allows, at least one representative from the organization must attend, supporting role in setting agenda and invitee list, assists in sending invitations and securing RSVPs.

EVENT PARTNER

Elevating or Sustaining Partner

No logo on invitation, at least one representative from the organization attends and is acknowledged and participates in policy discussions during event, assists in sending invitations and securing RSVPs.

EVENT ATTENDEE

Supporting Partner

This role is available as host/venue capacity allows. One representative from the organization attends to witness and experience this new event and program offering by the Circular Indiana.

*Sponsors are responsible for event hosting fees (facility rental fee, food and beverage, etc.)

EDUCATIONAL WEBINARS

Demonstrate your expertise in the circular economy by sponsoring an **educational webinar**. These free virtual events engage and inspire individual Hoosiers on their path to circularity.

As part of the webinar package, CIRCULAR INDIANA staff creates a cohesive graphic campaign that is applied to all event promotion, which includes emails, social media, surveys, and the webinar itself.

Circular Indiana also facilitates a conversation between webinar sponsors and registrants on the issues most important to them through a pre-registration survey.

Topics include (but are not limited to):

- Reduce/reuse/repair programs and strategies
- Basics of recycling
- Food waste and organics
- Commodity-specific analysis
- Emerging practices and technology
- State and federal policy updates

Included in this sponsorship is:

- Company profile (pre-recorded video, featured visuals, etc.)
- Speaking role
- User registration data (excluding emails)
- Participant survey data



Webinar Reports are a valuable addition to your sponsorship. Along with this report, we provide additional data from the event registration and from the post-event survey. Visit the [Circular Indiana website](#) to see webinar reports from past events.

WEBINAR SPONSOR
Elevating Partner

WEBINAR SPONSOR(S)
Sustaining Partner

Two (2) or more sponsors at this level may team up to jointly sponsor a webinar.





INSPIRING EVENTS

Sponsorship opportunities vary based on venue, format, and number of attendees. These events are co-hosted with CIRCULAR INDIANA, partnership-driven, and dependent upon sponsorship availability. Let's get creative together!

Circular Innovation Summit

This one-day event elevates entrepreneurs and systems-thinkers who are challenging the status quo in materials management. You'll hear from both ends of the spectrum: those who have a materials-related challenge and are looking for ideas and resources to help them solve it, and those who are innovating and looking to expand or scale up. Fast-paced and insightful, both sponsors and attendees gain access to innovative practices, inspiring solutions, and networking opportunities exclusive to this event.

Statehouse Day

The strength of our advocacy is in bringing our partners together to maximize relationships with their elected officials. The goal of this event—held at the Indiana Statehouse during the legislative session—is to convene Circular Indiana members and partners for individual meetings and facilitated conversations to advance the circular economy. As a sponsor of this event, you are a foundational partner helping us achieve our vision for Indiana.

Fundraisers

A Circular Indiana Fundraiser can take many forms—a small gathering hosted in your home or business, or larger group convened at a restaurant or bar. The purpose of these events is to introduce Circular Indiana to new audiences, educate attendees in a personalized and dynamic format, and engage individuals as advocates to help achieve our shared goals.

OUTREACH CAMPAIGNS

Commodities Education Effort

CIRCULAR INDIANA is focusing on a year-long education and outreach effort to share all we know about the most popular commodities at work in the circular economy. We spend two months each on paper, glass, organics, metal, e-waste, plastic, and more. Throughout this campaign, our audience learns tips and tricks, what others in the industry are doing, and about products to help reduce their impact. Blog posts on our website dive deeper into commodity-specific topics, like the DOs and DON'Ts of recycling, behind-the-scenes of the recycling and remanufacturing processes, and other topics related to the circular economy.



Paper

Apr-May



Glass

Jun-Jul



Organics

Aug-Sep



Metal

Oct-Nov



E-waste

Dec-Jan 2023



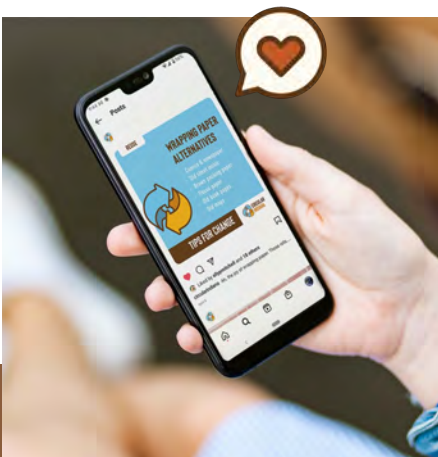
Plastic

Feb-Mar 2023



& More

TBD 2023



ENGAGEMENT EVERY DAY OF THE WEEK

- Monday:** Product Options
- Tuesday:** News
- Wednesday:** Facts
- Thursday:** People & Organizations
- Friday:** Tips for Change
- Saturday:** Giveaways (1/month)



OUR REACH

- f** 6000+
- @** 1400+
- in** 1300+
- 🐦** 1900+

VIDEO/WEBINAR SPONSOR

Elevating Partner

Runs for a 2-month period and includes *Commodity Sponsor* benefits plus:

- Additional social posts
- Opportunity to be speaker in a webinar or featured in a short video
- Sponsor's logo displayed on Circular Indiana's website as an Annual Sponsor

COMMODITY SPONSOR

Sustaining Partner

Includes *Single-month Sponsor* benefits plus the choice of a blog post feature or donation matching:

Blog Post

- Sponsor feature in blog format

— OR —

Donation Matching

- Donation match for individual fundraising campaign

SINGLE-MONTH SPONSOR

Supporting Partner

Includes being featured in two of our social media posts:

- Sponsor Thank You post including organization profile (provided by sponsor)
- Choice of single post within our weekly structure

Other opportunities exist to sponsor giveaways, starting at \$1,000.

OUTREACH CAMPAIGNS CONTINUED

Monthly Video Spotlight Segments

Video is the most effective way to reach new audiences and make a lasting impact. That's why CIRCULAR INDIANA is partnering with a local television media outlet to produce and promote a monthly series to highlight aspects of recycling and the circular economy titled, "Coming Full Circle."

As a monthly segment sponsor, your organization will be highlighted within the context of educating the public about recycling and the circular economy in Indiana. View our first [Spotlight Segment](#) as an example of duration and format.

Each monthly spotlight segment includes:

- Promotional spots during morning and evening news for 5 news days prior to air, generating 169,500 impressions;
- Airing of a produced 2-minute video segment featuring Circular Indiana and highlighting sponsor organization, 4 times on date of airing;
- Post and paid boost on media outlet's Facebook page; and
- Placement on media outlet's Live Stream platform

Sponsor benefits for these monthly spotlight segments are highly customizable in terms of content, broadcast promotion, and social media strategy. You are invited to be as involved in the creative process as you want!

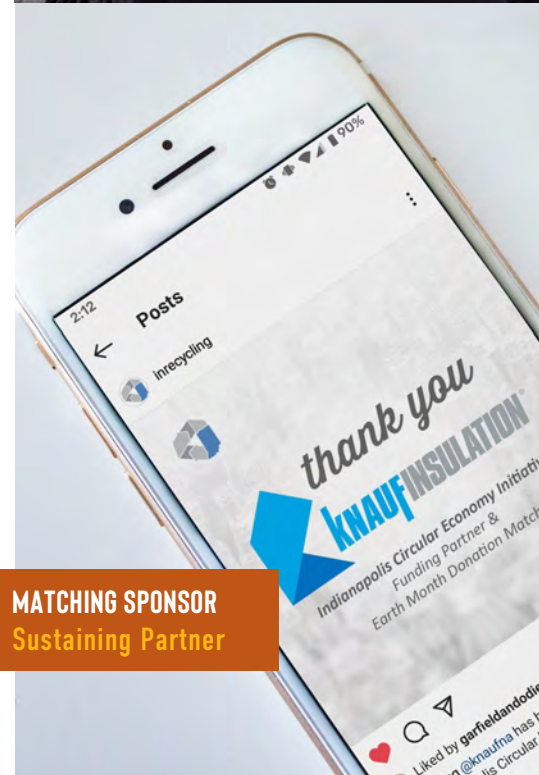
Matching Funds Campaign

Help Circular Indiana strengthen relationships with existing donors while educating them about your organization's leadership in the circular economy! As the matching funds sponsor for our individual donor campaign, your contribution is leveraged to DOUBLE the impact and elevate your brand. Opportunities for Matching Funds Campaigns include, but are not limited to:

- APRIL: Earth Month campaign, in celebration of Earth Day on April 22
- NOVEMBER: America Recycles Month campaign, in celebration of America Recycles Day on November 15
- DECEMBER: End of Year (EOY) campaign



VIDEO SPONSOR
Elevating Partner



MATCHING SPONSOR
Sustaining Partner

Help us enhance our resources and expand our online reach by sponsoring our digital assets and promotion efforts! As a trusted resource for timely and relevant educational content, CIRCULAR INDIANA engages and inspires Hoosiers through our email newsletters, blog series, RecycleSearch database, and social media posts.

WEBSITE SPONSOR
Supporting Partner



PRESENTING SPONSOR
Circular Economy Champion

Within the program, there are multiple opportunities to showcase your organization. At the highest level of sponsorship, your organization is featured at the introduction to each program level. Other opportunities involve weaving your company's work into the storytelling of the lesson through videos and other interactive elements.



MODULE SPONSOR
Elevating Partner

MASTER RECYCLER PROGRAM

CIRCULAR INDIANA's **Master Recycler Program*** is an online education platform with a series of learning modules on waste reduction, reuse, recycling, composting, sustainable product design, the circular economy, and a variety of other topics. Each module utilizes a variety of media to dynamically educate participants about each topic in 5-15 minutes.

When you sponsor the program, you have the unique opportunity to reach thousands of Hoosiers through this multimedia platform. Sponsors are highlighted as community leaders who champion environmental stewardship through educational investments.

This program addresses Indiana's need for comprehensive and salient recycling education accessible by all Hoosiers.

The primary goals of the program include:

- Educate individuals on why and how to reduce waste in their daily lives
- Empower Hoosiers to adopt sustainable behavior changes
- Convene program graduates across the state as educated and capable volunteers
- Connect individuals with state and local-level resources
- Advocate for sustainable materials management by creating a network of educated waste reduction advocates across Indiana
- Advance Indiana's recycling rate and strengthen our circular economy

*This program is seeking strategic funding partners for development and deployment