

This is a  
**RECYCLE** *Right*  
EVENT



Made Possible by  
A Partnership with the Solid Waste Authority of Palm Beach County



Recycle Right

at Palm Beach County events

Willie Puz

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# About the SWA

- Government agency
- Celebrating 43+ years of service to 1.4M residents of Palm Beach County
- Responsible for collection in unincorporated PBC and disposal of countywide waste and recyclables (dual stream)
- Integrated Solid Waste Management System:
  - 2 renewable energy facilities
  - 7 Home Chemical and Recycling Centers
  - 6 transfer stations
  - Recovered Materials Processing Facility
  - Biosolids Processing Facility
  - Landfill



# Event Sponsorship



# Event Sponsorship (confusion)



# Event Sponsorships

## Petting Zoo

Sponsored by the Solid Waste Authority  
of Palm Beach County



# Sponsorship Purpose

- Change behavior
- Name recognition not as important
- Standardize recycling at major Palm Beach County events
- Increase recycling at Palm Beach County events year over year
- Not to be looked at as a source of **FREE MONEY**

# SWA In-kind

Costs:	Personnel	\$20 per person per hour	
	Bins	\$15 rental each for multi-day event / \$10 rental each for single day event	
1 Loading, delivery, unloading			
	2 hours x	2 people =	\$80.00
2 Event setup (arranging bins onsite)			
	1 hours x	2 people =	\$40.00
3 Loading, returning to SWA, unloading			
	2 hours x	2 people =	\$80.00
4 Bin rental			
	5 Blue 96-gallon		
	0 Yellow 96-gallon		
	50 Recycle 45-gallon		
	50 Garbage 45-gallon =	105 bins =	\$1,575.00
			\$1,775.00 Total



# SWA Recycle Right Elements

- Monetary sponsorship
  - Regular sponsorship minus the In-Kind
- In-Kind sponsorship
  - Delivery, set up and removal of 45-gallon and/or 96-gallon recycling and garbage carts
- Flyers with how recycling will be managed at the event to be distributed to event vendors and the janitorial team
- Four (4) Recycle Right banners
- Up to one hundred (100) tent cards with the Recycle Right message for the table areas
- Twenty (20) sandwich boards with the Recycle Right message for placement in high traffic areas
- Other elements as decided



# Recycle Right Sponsorship Elements

- “Recycle Right Event” tagged onto the TV and radio promos (without additional mention of the Solid Waste Authority of Palm Beach County)



- Radio promos from 2017 Brew and Chew & 2018 Garlic Fest

# Recycle Right Sponsorship Elements

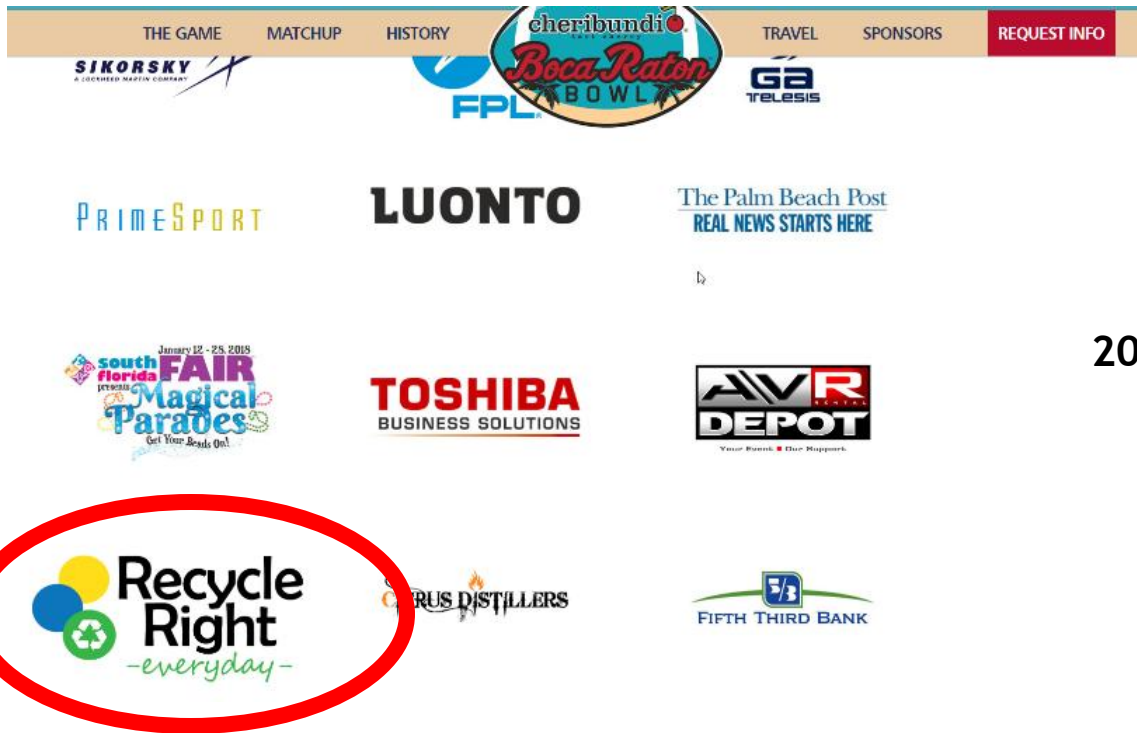
- Recycle Right logo and URL inclusion on event webpage and any other associated webpages

2018 SunFest



# Recycle Right Sponsorship Elements

- Recycle Right logo and URL inclusion on event webpage and any other associated webpages



2018 Boca Raton Bowl

# Recycle Right Sponsorship Elements

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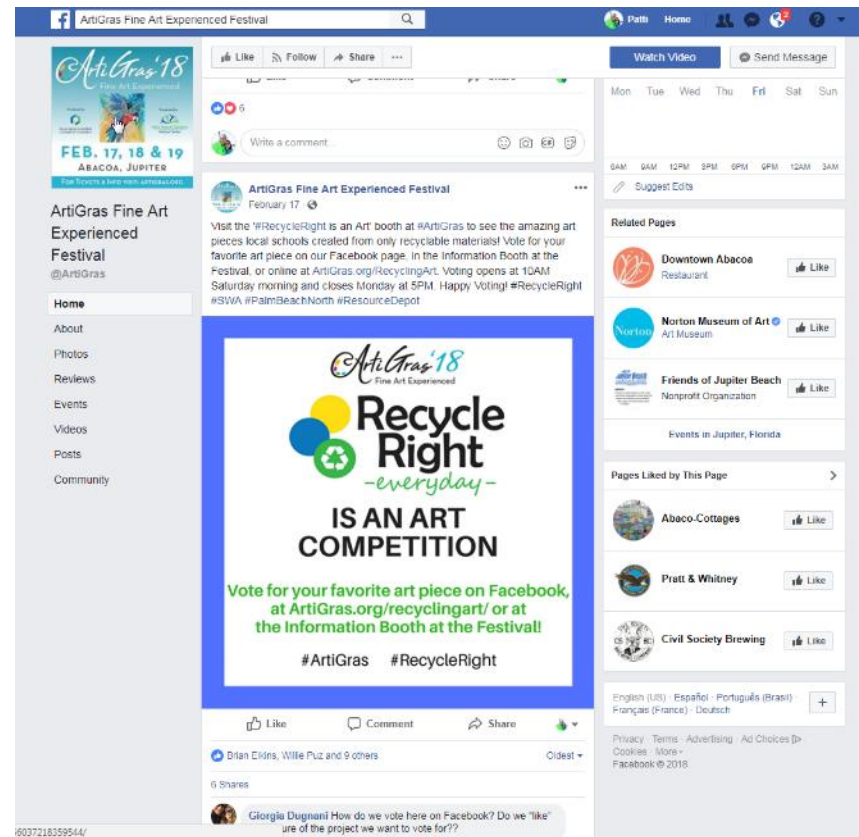
2018 GarlicFest



# Recycle Right Sponsorship Elements

- Inclusion of “A Recycle Right Event” in a minimum of 4 social media posts
  - Event created

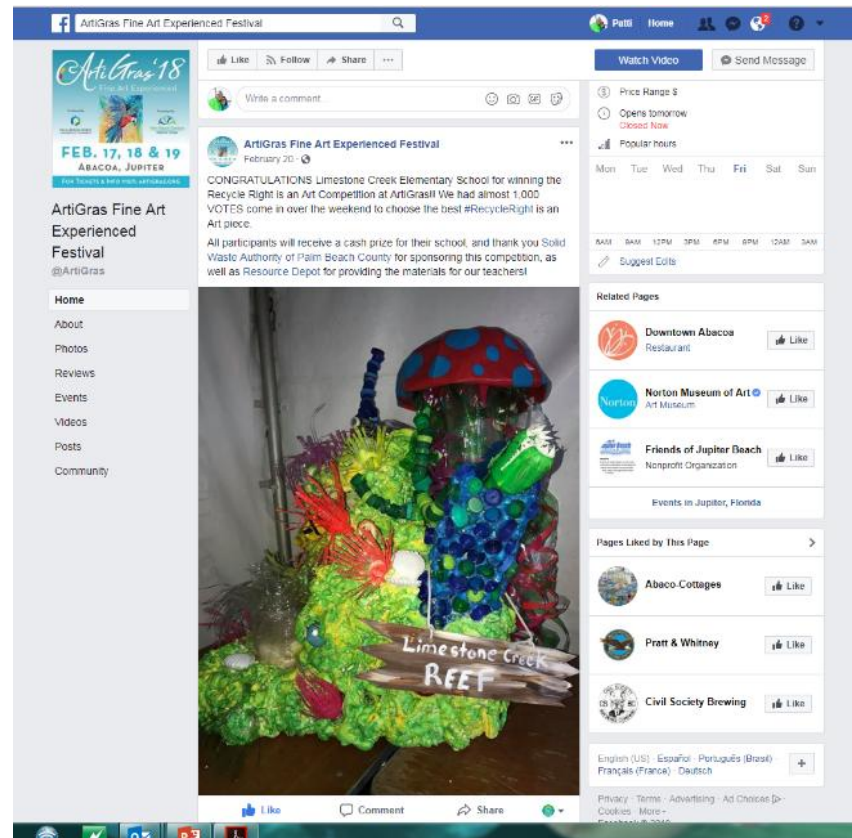
2018 ArtiGras



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2018 ArtiGras



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## SIGNAGE SHOWCASED ON SOCIAL MEDIA



22K Viewers, 147 Retweets, 498 Likes



61.5K Views, 879 Retweets, 3704 Likes



24.9K Views, 144 Retweets, 875 Likes

2018 Spring Training FIT TEAM Ballpark of the Palm Beaches



# Recycle Right Sponsorship Elements

- Banner signage & Programs  
Event Created

## OUTFIELD WALL SIGNAGE



2018 Spring  
Training FIT TEAM  
Ballpark of the  
Palm Beaches



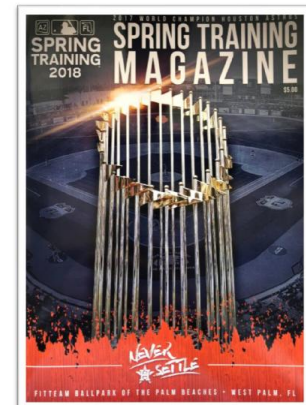


# Recycle Right Sponsorship Elements

- Banner signage & Programs
- Event Created

2018 Spring  
Training FIT TEAM  
Ballpark of the  
Palm Beaches

## GAMEDAY PROGRAM AD



# Recycle Right Sponsorship Elements

- Inclusion of “A Recycle Right Event” in a minimum of 4 social media posts
  - SWA created

2018 ArtiGras



# Recycle Right Sponsorship Elements

- Inclusion of “A Recycle Right Event” in a minimum of 4 social media posts
  - SWA created

2017 SWA Soiree



# Recycle Right Sponsorship Elements

- Inclusion of “A Recycle Right Event” in a minimum of 4 social media posts
  - SWA created

2018 SunFest



# Recycle Right Sponsorship Elements

- Banner signage (4), sandwich board signage (20), and tent cards (100) spaced throughout the event
  - SWA Created

2018 Garlic Fest



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2017 Boca Raton Bowl





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2017 Boca Raton Bowl



# Recycle Right Sponsorship Elements

- Recycle Right insert into welcome, vendor, program packages or bags
  - SWA created; Event distributed

Vendor Packet Insert





# SWA Recycle Right Bonus Elements

SWA Created



2018 SunFest Jumbotron Video

SWA.org

# Recycle Right Sponsorship Elements

- Access to work with janitorial staff and hauler
- Access for two SWA staff at the event to assist with managing recycling efforts
- Access to event vendors to distribute recycling information

2018 ArtiGras



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- Access for two SWA staff at the event to assist with managing recycling efforts
- Access to event vendors to distribute recycling information



2017 SunFest Janitorial  
and Bartender Video

# Recycle Right Sponsorship Elements

- Sponsor dollars earmarked for recycling
- Booth space (if wanted)
- Other elements as decided

2016 Garlic Fest



# Recycle Right Sponsorship Elements

- Sponsor dollars earmarked for recycling
- Booth space (if wanted)
- Other elements as decided

2016 Boca Raton Bowl - pilot





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2017 SunFest



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2017 SunFest



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2017 ArtiGras



# Recycle Right Sponsorship Elements

Event Created



2016 Our  
Kids World  
Floor Decal

# Recycle Right Sponsorship Elements

Event Created

2018 ArtiGras  
Recycling  
Committee



# Recycle Right Sponsorship Elements

Event Created

2018 SunFest  
Volunteer  
Headquarters  
T-shirts



# SWA Recycle Right Bonus Elements

Event Created



2016/17 Boca Raton Bowl

SWA.org

# SWA Recycle Right Bonus Elements

Event Created

2017 Boca Raton Bowl





# SWA Recycle Right Bonus Elements

Event Created

2017 Boca Raton Bowl



# SWA Recycle Right Bonus Elements

Event Created

2017 Boca Raton Bowl



# SWA Recycle Right Bonus Elements

Event Created



2018 South Florida Fair

# SWA Recycle Right Bonus Elements

Event Created



2018 South Florida Fair

SWA.org

# SWA Recycle Right Bonus Elements

Event Created

2018 SunFest



# SWA Recycle Right Elements

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2016 Boca Raton Bowl - pilot



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2017 Boca Raton Bowl



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2018 Brew and Chew





# Recycle Right Sponsorship Elements

- Report of collected tonnage of waste and recyclables at the event



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# Recycle Right Sponsorship Elements

- Report of collected tonnage of waste and recyclables at the event



# So, what did this look like...



# So, what did this look like...



# So, what did this look like...

2018 Brew and Chew





# So, what did this look like...



2018 Garlic  
Fest

# So, what did this look like...



2018 Garlic  
Fest

# So, what did this look like...

- Behind the Bar Set-up



2018 Garlic Fest

# So, what did this look like...

- Behind the Bar Set-up



2018 Garlic Fest

# So, what did this look like...

- Behind the Bar Set-up



2018 Garlic Fest

# So, what did this look like...

- Behind the Bar Set-up



2018 Garlic Fest

# So, what did this look like...

- Behind the Bar Set-up



2017 Boca Raton Bowl

# So, what did this look like...



2018 SunFest



# So, what did this look like...

2018 SunFest



# Problems encountered...



# Problems encountered..



Great idea but not on a  
garbage can

# Problems encountered...



# Problems encountered...



Using Recycling Containers  
to Empty Garbage Cans

# Problems encountered...



2018 Garlic Fest

# Problems encountered...



# Problems encountered...





# Progress to date

- Boca Raton Bowl - 23,000 attendance
  - 2016 - 2.4 tons recycling
  - 2017 - 3.2 tons recycling
  
- Brew and Chew - 1,500 attendance
  - 2018 - 0.5 tons recycling

# Progress to date

- Garlic Fest - attendance NA
  - 2018 - 1.97 tons recycling
  - 2018 - 5.37 tons garbage
  - 2017 - 1.95 tons recycling
  - 2017 - 5.82 tons garbage

# Progress to date

- ArtiGras - attendance NA
  - 2018 - 5.21 tons recycling
  - 2018 - 0.51 tons garbage
  - 2017 - 1.57 tons recycling

# Progress to date

- SunFest- attendance NA
  - 2018 - 16.24 tons recycling (commingle only, waiting for cardboard numbers)
  - 2018 - 19.8 tons garbage



# Questions?

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