



RECYCLING
INTO THE FUTURE 18.3.2019



GLOBAL RECYCLING DAY – 18 MARCH 2019
JOIN OUR MOVEMENT, PROTECT THE EARTH'S RESOURCES
HEADLINE SPONSOR OFFER

Global Recycling Day 2018 was witnessed by at least 13 million people across the planet, with world leaders, businesses, communities and individuals joining in from Ulaanbaatar to Sao Paulo, London to Johannesburg and the Maldives to Sydney. Events and participation around Global Recycling Day snowballed across the planet, and a movement truly began.

18th March 2019 will see the second Global Recycling Day, a day focused on uniting the world's approach towards, and attitudes to, recycling. The theme for this year is 'Recycling into the Future', with a focus on youth and innovation, and we are planning even greater traction and growth for year two.

We would like to offer you the opportunity to be part of our movement, to become a Headline Sponsor and join our mission to create a united global voice for recycling.

An initiative of the Global Recycling Foundation, the mission of Global Recycling Day is to build a global perspective for recycling - increasing awareness of the urgent steps the world needs to take if we are to recycle more effectively and to the benefit of the planet.

“The world has six major natural resources - water, air, coal, oil, natural gas and minerals. The role of the Global Recycling Foundation is to show the world that there is a Seventh Resource, as precious as and more sustainable than all the others: the goods we recycle.”

Ranjit S Baxi, Founding President of the Global Recycling Foundation

The day will focus on four key areas:

- Encouraging young people to engage with the Seventh Resource.
- Involving businesses and entrepreneurs in sharing their innovation, concepts and ideas for improving recycling processes into the future.
- To ensure people from across the developing world benefit from recycling and the recycling industry.
- Raise awareness amongst the wider UN community about Global Recycling Day.

Help us spread the global word with your sponsorship

We are inviting environmentally conscious organisations to become Headline Sponsors for Global Recycling Day 2019, and to become a key Global Recycling Foundation donor.

As our headline sponsors, we will be able to create a package of benefits around your requirements, but have included our 'standard' package below.

Headline Sponsor Package

- Promotion of your Headline Sponsor status at the next BIR World Recycling Convention in Singapore 2019 (in a special presentation of Global Recycling Day)
- Use of the Headline Sponsor logo (limited to only 5 companies)
- Inclusion of your logo on the home page of www.globalrecyclingday.com as well as a page dedicated to your company and a statement as to why you are supporting Global Recycling Day
- Inclusion of your logo on the Global Recycling Foundation website
- Your logo included on all marketing and promotional materials regarding Global Recycling Day 2019
- Your logo included in all our press releases and materials, and a press release dedicated to your sponsorship
- The chance to become a front-line spokesperson for interviews and quotes in the build up to Global Recycling Day 2019
- Invitation to, and inclusion in, one or more of our city centre events on 18 March 2019 (to be focused on youth) taking part in up to 15 cities around the world which could include London, Paris, Brussels, Washington DC, Sao Paolo, Sydney, Dubai, Delhi, Johannesburg, Mexico City, Singapore, Tokyo, Abuja, Berlin and Los Angeles)
- Inclusion in our social media programmes (on Twitter, Facebook and Instagram with five dedicated posts on each channel), and branded content on our website and blog
- Inclusion of your Headline Sponsor status in our media partnerships

To find out more about becoming a Headline Sponsor, or to find out how else you can become involved in one of the most important days in next year's calendar, please contact Sophy Norris, by emailing sponsorship@globalrecyclingfoundation.org