



PLASTIC FREE

ecochallenge

2022 SPONSORSHIP PACKET



ecochallenge
dot org

COLUMBUS ZOOLOGICAL PARK ASSOCIATION

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Plasticfree@columbuszoo.org

OVERVIEW

What is the Plastic Free Ecochallenge?

Inspired by the Australian-founded initiative, Plastic Free July, Plastic Free Ecochallenge is a one-month international challenge to raise awareness about the problems with plastic in the environment; to provide opportunities to learn about refusing and reducing plastics; and to encourage individuals to create small changes that have a huge impact.

The Columbus Zoo and Aquarium brings this plastic free awareness event to you, our zoo and aquarium colleagues, and we invite you to join the movement. In conjunction with Ecochallenge.org, we are again utilizing the Ecochallenge platform for this year's event.

This challenge encourages participants to choose their own actions to reduce their single-use plastic consumption for one month. The Ecochallenge platform deepens this challenge by providing resources to expand participants' knowledge about plastics and plastic pollution. Each challenge category has a variety of actions, ranging from watching videos, writing letters, changing daily behaviors or simply pledging to pick up trash.

Reducing plastic use and plastic pollution is as important as it ever was, but preventing the spread of COVID-19 requires that we sometimes must adapt our habits in order to prioritize public health and the safety of our communities and loved ones. As uncomfortable as it is, the realities of the current pandemic sometimes force us to choose between values that may be competing; however, we can figure out a new way forward together.

These challenges present the opportunity for creativity and innovation, and we hope you'll join us in approaching this year's Plastic Free Ecochallenge with that spirit of creation and adventure.

OVERVIEW

Why Ecochallenge?

Zoos and aquariums are leaders in sustainability and conservation. As community leaders, we can utilize the impact data gathered throughout the Plastic Free Ecochallenge to demonstrate to our communities that we truly are creating a positive impact for our planet. It may not seem like refusing a single plastic straw or picking up one piece of litter is changing the world, but when we all start doing these small actions, it's a massive, positive impact for our environment.

Since 1993, Ecochallenge.org has inspired, educated and activated individuals around community-based change. To date, Ecochallenge has engaged over 250,000 individuals and 4,500 organizations through solutions-focused programs.

These programs offer approachable, ready-to-use social and digital tools in a unique framework for talking about our relationship with the world by sharing new ways to listen, live, and create positive action. They provide the launchpad for participants to experience "ah-ha" moments that lead to extraordinary environmental and social change.

Through Plastic Free Ecochallenge, participants pledge actions and learn about sustainable practices and alternatives to plastic, all while tracking their individual and collective impacts. Summary and team reports, as well as impact statistics, are available at certain sponsorship levels. These reports can stretch far beyond our internal use and provide measurable results to participants and our communities.

The greatest advantage of the Ecochallenge platform is that participants can share their progress while taking action. This combination of collective inspiration and camaraderie makes change a little bit easier and a lot more fun.

Even with the hurdles of the pandemic, the Plastic Free Ecochallenge has seen incredible success since its inception in 2018; with over 40 zoos and aquariums and 25,000 participants reducing their use of single-use plastic. Below is a recap of some of the highlights from the last three years:



4,412

hours spent
learning



179,988

pieces of litter
picked up



109,283

plastic containers not
sent to the landfill

OVERVIEW

Our Request

To host and support the 2022 Plastic Free Ecochallenge, we need to raise \$20,000 USD. These funds will be used to cover the cost of the Ecochallenge platform and support expenses.

As the hosting organization, the Columbus Zoo and Aquarium feels so strongly about the benefits of using this platform, it has committed \$5,000 USD towards reaching our target.

We invite you to join the Plastic Free Ecochallenge as a sponsor for 2022. Your Title Sponsorship grants you the highest access to team reports, engagement and impact statistics, promotional and marketing materials, and more. **Check out all of the sponsorship levels in the following chart and make your commitment as a sustainability leader today.**

	Title Sponsor \$1,000 (or more)	Challenge Sponsor \$750 (6 spaces available)	Contributing Sponsor \$500	Supporting Sponsor \$250
Early access to site	X	X	X	X
Media toolkit	X	X	X	X
Logo displayed on sponsor page	X	X	X	X
Premium access to team data reports	X	X	X	
Logo displayed prominently on website*	X <small>*On the Homepage</small>	X <small>*On the challenge page</small>		
Acknowledgement in ALL* newsletters	X <small>*ALL</small>	X <small>*ONE</small>		
Social media mentions	X			
Event Summary	X			

TITLE SPONSOR

Title Sponsor \$1,000 +

For maximum exposure among thousands of participants taking action to benefit their communities and our planet, become a Title Sponsor today.

Benefits

Exposure









- Logo displayed prominently on the Plastic Free Ecochallenge website homepage and on the sponsor page
- Acknowledgements in all Ecochallenge.org newsletters
- Social media mentions up to and throughout the event

Engagement Support

- Event Summary Report for your organization [\[view example\]](#)
- Access to the media toolkit
- Premium Access
 - Select up to two Organization Captains, who will have access to edit all Team profiles and message any or all Teams and their members associated with the Organization. Additionally, all Team members will have access to sort the impact and feed pages by the respective Teams, as well as the entire Organization.
 - Data reports for your individual Teams and all Teams across the Organization.
 - Participants and Teams – registration information and detailed event activity
 - Actions Selected – event performance and actions/challenges trends
 - Assessment of Existing Behaviors – baseline actions and categories
 - Feed Posts and Images – post/comments/images by participants
 - Team Captains can access premium engagement support from the Ecochallenge staff.
 - Onboarding Webinar presentation for Team Captains
 - Access to all promotional templates and custom design if needed
 - Premium access to Ecochallenge staff by phone/email
- Early access to the site

TITLE SPONSOR

< action categories >

 personal care 3362 PARTICIPANTS	 community 3180 PARTICIPANTS	 lifestyle 3202 PARTICIPANTS	 pets 1496 PARTICIPANTS
			

SEE ALL CATEGORIES AND ACTIONS

title sponsors



Aquarium Conservation Partnership



*2021 sponsors

CHALLENGE SPONSOR

Challenge Sponsor \$750

Connect your organization's values with the passions and interests of participants by becoming a Challenge Sponsor* today.

*Challenge sponsorships are limited to a total of six and will be available on a first-come, first-served basis.

Benefits

Exposure

- Logo displayed prominently on the Plastic Free Ecochallenge website homepage and on the sponsor page
- Acknowledgements in one Ecochallenge.org newsletter

Engagement Support

- Access to the media toolkit
- Premium Access
 - Select up to two Organization Captains, who will have access to edit all Team profiles and message any or all Teams and their members associated with the Organization. Additionally, all Team members will have access to sort the impact and feed pages by the respective Teams, as well as the entire organization.
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CHALLENGE SPONSOR

[DONATE](#) [EVENTS](#)

[LOGIN](#)

[TEAMS](#) [PARTICIPANTS](#) [SPONSORS](#) [ABOUT](#)



FOOD

[BACK TO ALL CHALLENGES](#)

YOUR LOGO HERE

CHALLENGE SPONSOR

<p>SKIP THE STRAW</p> <p>I will keep (<input type="checkbox"/>) plastic straw(s) out of the landfill per day by refusing straws or using my own glass/metal straw.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>TAKEOUT PRO</p> <p>I will use my own containers when ordering takeout.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>USE REUSABLE UTENSILS</p> <p>I will keep (<input type="checkbox"/>) plastic cutlery out of the landfill per day by using my own reusable cutlery.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>COOK A ZERO-PLASTIC WASTE MEAL</p> <p>I will prepare (<input type="checkbox"/>) meal(s) at home each day without using any items packaged in single-use plastic.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>
<p>USE REUSABLE CONTAINERS</p> <p>I will only use reusable containers instead of single-use plastic storage items (such as plastic wrap, single-use sandwich bags)</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>ADVOCATE FOR MORE FOOD PACKAGING OPTIONS</p> <p>I will advocate for alternatives to single use packaging at local grocery stores, markets, or work.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>ONE-TIME CHALLENGE</p>	<p>MAKE YOUR OWN</p> <p>I will try new recipe(s) or food preparation method(s) each day, such as canning, pickling, making yogurt, or baking granola bars or bread.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>PLANT A GARDEN</p> <p>I will plant an herb or vegetable garden in my home, workplace, or community garden</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>ONE-TIME CHALLENGE</p>
<p>MINIMIZE PACKAGING</p> <p>I will purchase food items with the least amount of packaging.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>BUY UNPACKAGED PRODUCE</p> <p>I will purchase produce items without plastic packaging.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>USE REUSABLE BAGS</p> <p>I will not accept any disposable bags when making purchases, including produce bags.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>	<p>VISIT THE BUTCHER</p> <p>I will purchase meats and cheeses from the deli counter or a butcher shop, and use my own containers to do so.</p> <p>LEARN MORE</p> <p>JOIN TO SELECT</p> <p>DAILY CHALLENGE</p>

CONTRIBUTING SPONSOR

Contributing Sponsor \$500

Demonstrate that your organization values initiatives that educate and inspire participants to positively impact their community by becoming a Contributing Sponsor today.



*2019 sponsors

Benefits

Exposure

- Logo displayed prominently on the Plastic Free Ecochallenge website homepage and on the sponsor page

Engagement Support

- Access to the media toolkit
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CONTRIBUTING SPONSOR

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- Early access to the site



SUPPORTING SPONSOR

Supporting Sponsor \$250

Your organization believes in the power of collective action to create a healthy, vibrant, and sustainable world. Become a community leader with a Supporting Sponsorship today.

supporting sponsors



Benefits

*2020 sponsors

Exposure

- Logo displayed prominently on the Plastic Free Ecochallenge website homepage and on the sponsor page

Engagement Support

- Access to the media toolkit
- Early access to the site

NEXT STEPS

Plastic Free Ecochallenge

Small changes can lead to a positive impact in the environment; join the movement to reduce plastic free waste and become a conscious consumer.

Ready to be part of the Plastic Free Ecochallenge in 2022?

Contact plasticfree@columbuszoo.org or [CLICK HERE](#)