



**PLASTIC FREE**

ecochallenge

# 2024 SPONSORSHIP PACKET



**ecochallenge**  
dot org

**COLUMBUS ZOOLOGICAL PARK ASSOCIATION**

P.O. BOX 400, 9990 Riverside Drive, Powell, OH 43065-0400

[Plasticfree@columbuszoo.org](mailto:Plasticfree@columbuszoo.org)

# OVERVIEW

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## 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 colleagues in conservation and sustainability, and we invite you to join the movement. In partnership with Ecochallenge.org, we are again utilizing the Ecochallenge platform for this year's event.

Plastic Free Ecochallenge encourages participants to curate their own unique challenge by choosing 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 overall waste 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.

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

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## Why Ecochallenge?

Your organization is a leader in sustainability and conservation. As community leaders, we can utilize the impact data gathered throughout 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.

**Since its inception in 2018, the Plastic Free Ecochallenge has seen incredible success with over 40 zoos and aquariums and 30,000 participants reducing their use of single-use plastic. Below is a recap of some of the highlights from the last six years:**



**9,600+**  
hours spent  
learning



**371,000+**  
pieces of litter  
picked up



**297,000+**  
plastic containers not  
sent to the landfill

# OVERVIEW

## Our Request

To host and support the 2024 Plastic Free Ecochallenge, we need to raise \$25,000 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 2024. 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
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>		
Exclusive weekly tips for team success	X	X		
Social media mentions	X			
Event Summary	X			

# TITLE SPONSOR

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## 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

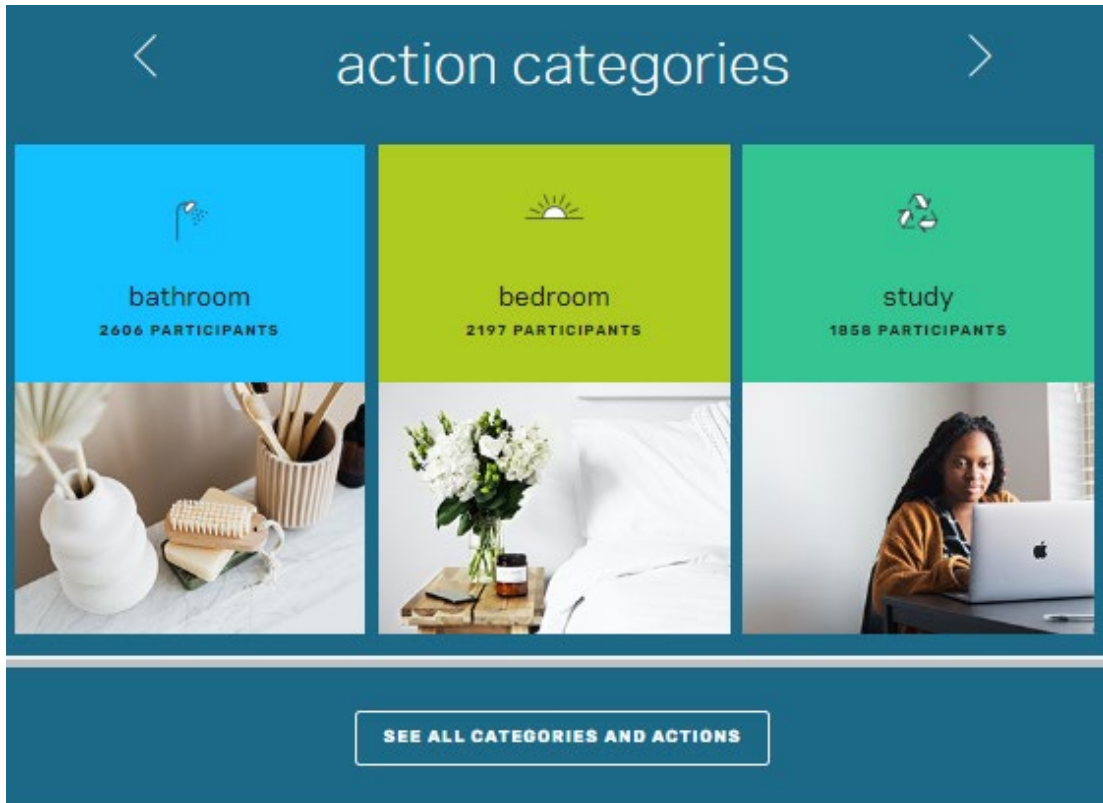
### Exposure

- Logo displayed prominently on the Plastic Free Ecochallenge website homepage and on the sponsor page
- Acknowledgements in all Plastic Free Ecochallenge newsletters
- Included in a social media mention prior to and after the event (for a total of 2 mentions)

### Engagement Support

- Event Summary Report for your organization [\[view example\]](#)
- 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 collectively across your 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
    - Premium access to Ecochallenge staff by phone/email
- Early access to the site
- Weekly tips for success
  - Beginning in early May and leading up to the challenge, receive exclusive weekly tips for sponsor and team success

# TITLE SPONSOR



## title sponsors



\*2023 sponsors

# CHALLENGE SPONSOR

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## 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 Challenge page and on the sponsor page
- Acknowledgement in one Plastic Free Ecochallenge newsletter

### Engagement Support

- 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

#### SKIP THE STRAW

I will keep  plastic straw(s) out of the landfill per day by refusing straws or using my own glass/metal straw.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### TAKEOUT PRO

I will use my own containers when ordering takeout.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### USE REUSABLE UTENSILS

I will keep  plastic cutlery out of the landfill per day by using my own reusable cutlery.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### COOK A ZERO-PLASTIC WASTE MEAL

I will prepare  meal(s) at home each day without using any items packaged in single-use plastic.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### USE REUSABLE CONTAINERS

I will only use reusable containers instead of single-use plastic storage items (such as plastic wrap, single-use sandwich bags).

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### ADVOCATE FOR MORE FOOD PACKAGING OPTIONS

I will advocate for alternatives to single use packaging at local grocery stores, markets, or work.

[LEARN MORE](#)

[JOIN TO SELECT](#)

ONE-TIME CHALLENGE

#### MAKE YOUR OWN

I will try new recipe(s) or food preparation method(s) each day, such as canning, pickling, making yogurt, or baking granole bars or bread.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### PLANT A GARDEN

I will plant an herb or vegetable garden in my home, workplace, or community garden.

[LEARN MORE](#)

[JOIN TO SELECT](#)

ONE-TIME CHALLENGE

#### MINIMIZE PACKAGING

I will purchase food items with the least amount of packaging.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### BUY UNPACKAGED PRODUCE

I will purchase produce items without plastic packaging.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### USE REUSABLE BAGS

I will not accept any disposable bags when making purchases, including produce bags.

[LEARN MORE](#)

[JOIN TO SELECT](#)

DAILY CHALLENGE

#### VISIT THE BUTCHER

I will purchase meats and cheeses from the deli counter or a butcher shop, and use my own containers to do so.

[LEARN MORE](#)

[JOIN TO SELECT](#)

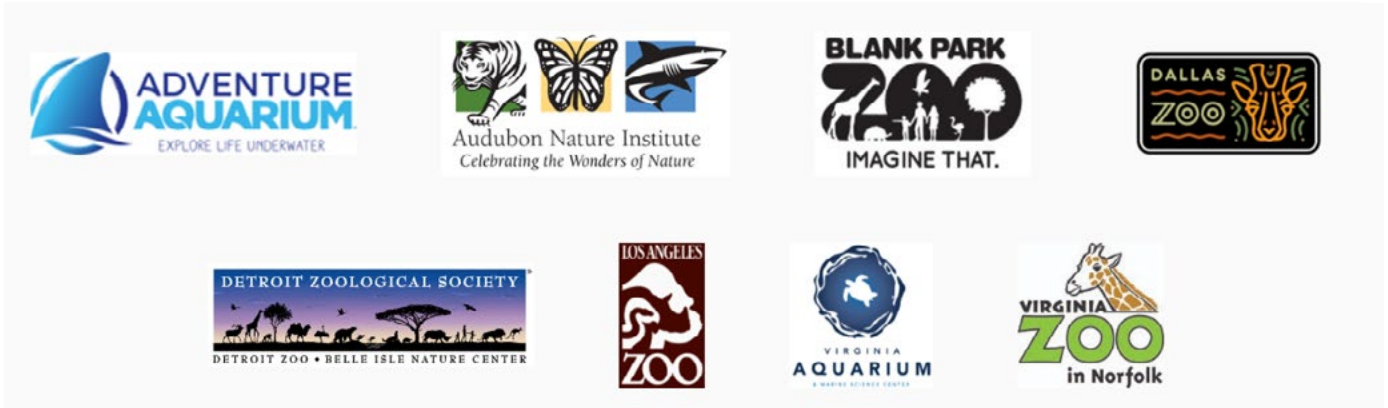
DAILY CHALLENGE



# 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.



\*2023 sponsors

## Benefits

### Exposure

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### Engagement Support

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    - Premium access to Ecochallenge staff by phone/email
- 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.



\*2023 sponsors

## Benefits

### Exposure

- Logo displayed prominently on the Plastic Free Ecochallenge sponsor page

### Engagement Support

- 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 2024?

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