



PLASTIC FREE
ecochallenge

2021 SPONSORSHIP PACKET



ecochallenge
dot org

COLUMBUS ZOOLOGICAL PARK ASSOCIATION
P.O. BOX 400, 9990 Riverside Drive, Powell, OH 43065-0400
Plasticfree@columbuszoo.org

OVERVIEW

What is the Plastic Free Ecochallenge?

Inspired by the Australian-founded initiative, Plastic Free July, Plastic Free Ecochallenge is a 31-day international challenge to raise awareness about the problems with plastic in the environment; to provide opportunities to learn about reducing and refusing plastics where possible and appropriate; and to encourage individuals to create small changes that can have a huge impact.

The Columbus Zoo and Aquarium brings this plastic free awareness event to you, inviting you, our zoo and aquarium colleagues, to join the movement! In conjunction with Ecochallenge.org, we are utilizing the Ecochallenge Platform.

This program encourages participants to choose actions to reduce their single-use plastic consumption and offers resources to expand their knowledge about plastics and plastic pollution. Each challenge category has a variety of actions, 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 have to adapt to changing regulations and the changing availability of plastic free alternatives 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 force us to choose between values that are sometimes 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 approach Plastic Free Ecochallenge with that spirit of creation and adventure.

Why Ecochallenge?

Zoos and aquariums are leaders in sustainability and conservation; we can all utilize the numbers gathered throughout the month to demonstrate to our communities that we truly are making an 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.

For over 28 years, 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

OVERVIEW

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.

Plastic Free Ecochallenge allows participants to pledge actions, learn about sustainable practices and alternatives to plastic, plus track 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.

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

Even with the hurdles of the pandemic in 2020, over the last three years the challenge has been very successful; with over 40 zoos and aquariums and 25,625 participants reducing their use of single-use plastic. Below is a quick 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

Request

To provide the 2021 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.

Please consider joining the 2021 Plastic Free Ecochallenge. We are asking for your sponsorship support today. Your Title Sponsorship grants you the greatest access to team reports, engagement and impact statistics, promotional and marketing materials, and more! Please make your commitment now! Check out the levels listed on the following chart.

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

TITLE SPONSOR

Title Sponsor \$1,000 +

Being a Title Sponsor is a unique opportunity for maximum exposure with thousands of participants taking action to benefit their communities and the planet.

Benefits

Exposure

- Logo displayed prominently as part of the template of the 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.
 - Webinar presentation for team members
 - Access to all promotional templates and custom design if needed

TITLE SPONSOR

- Premium access to Ecochallenge staff by phone/email
- Early access to the site

The screenshot displays the Ecochallenge website interface. At the top, the text "featured category" is centered. Below it, a teal card for the "FAMILY" category is shown, featuring a house icon, the text "FAMILY", "1444 PARTICIPANTS", and a sub-header "Be the example for your family when making plastic-free choices". A button labeled "SEE THE ACTIONS" with a right-pointing arrow is at the bottom of the card. To the right of the teal card is a photograph of a white duck-shaped plush toy and a stack of colorful patterned fabric items. Below this section, the text "action categories" is centered, flanked by left and right navigation arrows. Underneath are five colored cards representing different categories: "Food" (red, 2714 participants, image of vegetables), "Personal Care" (blue, 2442 participants, image of toothbrushes), "Community" (pink, 1782 participants, image of a park), "Lifestyle" (yellow, 2714 participants, image of cleaning sprays), and "Pets" (purple, 1112 participants, image of a dog). A button labeled "SEE ALL CATEGORIES AND ACTIONS" is centered below these cards. The bottom section of the screenshot is titled "title sponsors" and features the logos for "OKLAHOMA CITY ZOO BOTANICAL GARDEN" and "NEW ENGLAND ZOO Franklin Park Zoo + Stone Zoo". A button labeled "SEE ALL SPONSORS" is centered below the logos.

*2020 sponsors

CHALLENGE SPONSOR

Challenge Sponsor \$750

Being a Challenge Sponsor* is the perfect way to connect your organization's values and work with the passions and interests of participants.

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

Benefits

Exposure

- Logo displayed on the category landing page and 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.
 - Data reports for your individual teams and all teams across the organization.
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CHALLENGE SPONSOR

- Early access to the site



CONTRIBUTING SPONSOR

Contributing Sponsor \$500

Being a Contributing Sponsor shows that your organization values awareness initiatives that educate and inspire participants to positively impact their community.



*2019 sponsors

Benefits

Exposure

- Logo displayed on Ecochallenge sponsor page

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.
 - Data reports for your individual teams and all teams across the organization.
 - Participants and Teams – registration information and detailed event activity

CONTRIBUTING SPONSOR

- 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
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SUPPORTING SPONSOR

Supporting Sponsor \$250

Being a Supporting Sponsor shows that your organization believes in the power of collective action to create a healthy, vibrant, and sustainable world.



*2020 sponsors

Benefits

Exposure

- Logo displayed on Ecochallenge 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 2021?

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