

SPONSOR OPPORTUNITIES



The College and University Recycling Coalition (CURC) is a membership-based 501(c)3 nonprofit organization working to advance recycling and sustainable materials management at colleges and universities. CURC accomplishes this by providing best practice resources and facilitating networking and technical exchange opportunities among campus-based recycling and sustainability professionals. Led by a board of directors made up of university sustainability program managers, CURC reaches an audience of over 2,500 people from over 1,500 schools across the US and Canada.



WEBINAR SERIES

Since 2009, the CURC Webinar Series has been the go-to source for program managers to learn about best practices and emerging trends at colleges nationwide.

The series includes six bi-monthly programs featuring case study and industry expert presentations on topics such as recycling operations, zero waste programs, food organics recovery, and student engagement among others. The webinar programs are free and open to college recycling and sustainability staff, as well as local government and other recycling industry professionals.



WEBINAR TESTIMONIALS

- "This [webinar] helped me to get buy-in from upper management in starting a project or pilot."
- "Thank you for organizing this session and providing experienced, thoughtful speakers."
- "Great presentations. We learned much and have developed a few new ideas on how to advance our sustainability program."

WORKSHOPS & NETWORKING MEET-UPS

CURC organizes workshops and other opportunities for campus recyclers to network to exchange best practices and ideas.

- An annual workshop is held in conjunction with the Association for the Advancement of Sustainability in Higher Education's (AASHE) annual Higher Education Sustainability conference. On average, 80+ college and university representatives participate.
- Regional workshops and networking meet ups can be planned around special themes and geographic location in conjunction with sponsors and partner organizations.



Thank you to our recent sponsors:



SPONSORSHIP OPPORTUNITIES

Your organization is invited to support campus recycling and waste reduction efforts and reach the people who:

- Make purchasing decisions for collection and processing equipment
- Advocate for recycling, composting and sustainable materials management policies and operations across all areas of campus
- Directly engage students and staff to influence recycling and sustainable behavior.

Recognition Levels: As a sponsor of the College and University Recycling Coalition, your organization will be a leader in advancing waste reduction and recycling on campuses, and can leverage the following benefits:



LEVEL	ALUMNI \$25,000	SENIOR \$15,000	JUNIOR \$10,000	SOPHOMORE \$5,000	FRESHMAN \$2,500
	Webinar series (6 programs)	2 Webinars	2 Webinars	2 Webinars or Regional workshops	1 Webinar or Regional workshop
	National workshop	National workshop	National workshop		
	All regional workshops (min. of 2)	2 Regional workshops			
Sponsor's logo on CURC homepage	x				
Sponsor's logo on CURC website Sponsor webpage	x	x	x	x	x
Sponsor's logo on all marketing materials designated webinars or workshops	x	x	x	x	x
Opportunity to address workshop attendees	x	x	x	x	x
Opportunity to exhibit at workshops	x	x	x	x	x
Opportunity to include message in webinar moderator script	x	x	x		
Program attendees can opt-in to list provided to sponsor for direct contact	x	x	x	x	x
Consult on program development*	x	x	x		
Opportunity to provide marketing material to workshop or webinar attendees	x	x			
Advertising space in CURC's quarterly e-newsletter to members	x				
Acknowledgement in monthly e-newsletter for which sponsored webinars or workshops are promoted	x	x	x	x	x
Acknowledgement and subject matter relevant content in social media out-reach	x	x	x	x	

*Final editorial decisions for all programs made by CURC

In addition to these defined sponsor levels, CURC is interested in exploring unique programming and sponsorship opportunities.