ANNUAL SPONSOR
2022 Sponsorship Proposal

PRESENTED BY
Allyson Mitchell
Executive Director
CircularIndiana.org
YOUR SUPPORT MATTERS

As an Annual Sponsor, you are recognized for your leadership, expertise, and capabilities to an audience that wants to do business with you. Your partnership with Circular Indiana also gives you exclusive opportunities to engage with state and local elected officials and policy makers to achieve shared goals.

Sponsorships are how we get things done.

Together, we will:

- Increase the recycling rate in Indiana;
- Advocate for just and equitable policies;
- Strengthen supply chains in Indiana;
- Support Indiana manufacturers;
- Leverage existing infrastructure;
- Foster the next generation of leaders;
- Elevate marginalized voices; and
- Improve environmental outcomes

The legacy of your sponsorship will continue to provide benefits—through innovative partnerships, new customers, and strengthened relationships—for months and years to come.

Your support helps us achieve our mission, our vision, and our priorities.

The mission of Circular Indiana is to strengthen the circular economy in Indiana through waste reduction, reuse, recycling, and composting.

Circular Indiana is the only statewide 501(c)(3) for-impact organization representing concerned citizens, state and local government officials, businesses, industry, and environmental groups since December of 1989.

We educate and advocate to inspire individual Hoosiers, businesses, institutions, and state and local governments to think and act beyond recycling and towards a more circular economy in Indiana.

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Circular Indiana is not a government entity and relies on funding from sponsors, donors, and grantors.
ANNUAL SPONSORSHIP OPPORTUNITIES

When you become a sponsor of CIRCULAR INDIANA, you play a crucial role in strengthening the circular economy in Indiana. You are also recognized as a leader by industry peers, the general public, and potential clients. Circular Indiana offers annual sponsorships for a variety of education and advocacy programs and events, as well as outreach campaigns. Sponsor benefits vary and are customized for each sponsor. For more information and to become a sponsor, contact Allyson Mitchell at allyson@circularindiana.org.

CIRCULAR ECONOMY CHAMPION
$50,000 annual, 3-year commitment

As our highest level sponsor, you make it possible for us to realize our vision for Indiana. A Circular Economy Champion pledges to support Circular Indiana at $50,000 per year for three years, gains exclusive opportunities to select a program for impact, and unlocks customized benefits.

Your sustained commitment provides the foundational support to pursue visionary, long-range projects for a lasting legacy of impact.

At this level, you gain the unique opportunity to convene a Full Circle Event. These events are hosted by the sponsor, organized by Circular Indiana, and attended by elected officials and aligned partner organizations.

Alternatively, this sponsorship can be customized to support the Circular Indiana's other program offerings.

ELEVATING PARTNER
$10,000 — $25,000

Elevating Partners provide annual financial stability, allowing responsive program implementation and expansion. At this level, you can support Circular Indiana’s advocacy efforts, educational programs, and/or outreach campaigns.

SUSTAINING PARTNER
$5,000

Sustaining Partners bolster our offerings and ongoing programming. At this level, you can support Circular Indiana’s advocacy efforts, educational programs, and/or outreach campaigns.

SUPPORTING PARTNER
$2,000

Supporting Partners supplement our efforts by allowing us to reach more Hoosiers. At this level, you can support Circular Indiana’s advocacy efforts, educational programs, and/or outreach campaigns.

Annual Sponsorships align with the calendar year; beginning on January 1 and ending on December 31. Sponsor year is determined by the year of date in which the funds are received, unless otherwise agreed upon by the sponsoring organization and Circular Indiana.
This event focuses on bringing legislators and local policy makers and economic development leaders together to visit a major employer in Indiana that exists within the circular economy and manufacturing industry. During an immersive facility tour, attendees will gain insight into your company’s unique strengths and challenges, witness the relationship between the manufacturing supply chain and the circular economy, and discover Indiana’s strategic advantages in this expanding framework. Following the tour, Circular Indiana will lead a facilitated policy discussion to explore solutions to manage risks, solve problems, and capture opportunities.

Circular Indiana convenes hosts, co-hosts, and partners to develop the VIP invitee list, manages implementation responsibilities, and orchestrates the policy discussion component of the event. Post-event, Circular Indiana distributes a press release and professional photos from the event. These events can be hosted on-site at your facility, OR at an off-site event venue* to suit your needs, employing a virtual facility tour option.

As the host of this event, you will maximize relationships with:
- Elected officials at the Congressional, state, and local level;
- Economic development organizations, trade associations, and state agencies; and
- Customers, supply chain partners, and other Circular Indiana organizational members.

At this event, attendees will:
- Learn about the supply chain challenges faced by major employers who are innovators in the circular economy and manufacturing industry;
- Expand upon opportunities to leverage Indiana’s unique mix of infrastructure to support existing Hoosier businesses; and
- Explore Indiana’s potential for becoming a leader in the circular economy through policies, incentives, and education.

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**EVENT HOST**
Circular Economy Champion
Largest logo on invitation, main speaking role at event, priority role in setting agenda and invitee list, assists in sending invitations and securing RSVPs.

**EVENT CO-HOST**
Elevating Partner
Logo on invitation, secondary speaking role at event as agenda allows, at least one representative from the organization must attend, supporting role in setting agenda and invitee list, assists in sending invitations and securing RSVPs.

**EVENT PARTNER**
Elevating or Sustaining Partner
No logo on invitation, at least one representative from the organization attends and is acknowledged and participates in policy discussions during event, assists in sending invitations and securing RSVPs.

**EVENT ATTENDEE**
Supporting Partner
This role is available as host/venue capacity allows. One representative from the organization attends to witness and experience this new event and program offering by the Circular Indiana.

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*Sponsors are responsible for event hosting fees (facility rental fee, food and beverage, etc.)
Circular Indiana’s **Master Recycler Program** is an online education platform with a series of learning modules on waste reduction, reuse, recycling, composting, sustainable product design, the circular economy, and a variety of other topics. Each module will utilize a variety of media to dynamically educate participants about each topic in 5-15 minutes.

When you sponsor this program, you have the unique opportunity to reach thousands of Hoosiers through this multimedia platform. Sponsors are highlighted as community leaders who champion environmental stewardship through educational investments.

This program addresses Indiana’s need for comprehensive and salient recycling education accessible by all Hoosiers.

**The primary goals of the program include:**

- Educate individuals on why and how to reduce waste in their daily lives
- Empower Hoosiers to adopt sustainable behavior changes
- Convene program graduates across the state as educated and capable volunteers
- Connect individuals with state and local-level resources
- Advocate for sustainable materials management by creating a network of educated waste reduction advocates across Indiana
- Advance Indiana’s recycling rate and strengthen our circular economy

**Within the program,** there are multiple opportunities to showcase your organization. At the highest level of sponsorship, your organization is featured at the introduction to each program level. Other opportunities involve weaving your company’s work into the storytelling of the lesson through videos and other interactive elements.
EDUCATIONAL WEBINARS

Demonstrate your expertise in the circular economy by sponsoring an educational webinar. These free virtual events engage and inspire individual Hoosiers on their path to circularity.

As part of the webinar package, Circular Indiana staff creates a cohesive graphic campaign that is applied to all event promotion, which includes emails, social media, surveys, and the webinar itself.

Circular Indiana also facilitates a conversation between webinar sponsors and registrants on the issues most important to them through a pre-registration survey.

Topics include (but are not limited to):
- Reduce/reuse/repair programs and strategies
- Basics of recycling
- Food waste and organics
- Commodity-specific analysis
- Emerging practices and technology
- State and federal policy updates

Included in this sponsorship is:
- Company profile (pre-recorded video, featured visuals, etc.)
- Speaking role
- User registration data (excluding emails)
- Participant survey data

Webinar Reports are a valuable addition to your sponsorship. Along with this report, we provide additional data from the event registration and from the post-event survey. Visit the Circular Indiana website to see webinar reports from past events.
INSPIRING EVENTS

Circular Innovation Summit*
This new event is our Annual Conference—reimagined! Held in mid-June, this one-day event elevates entrepreneurs and systems-thinkers who are challenging the status quo in materials management. You’ll hear from both ends of the spectrum: those who have a materials-related challenge and are looking for ideas and resources to help them solve it, and those who are innovating and looking to expand or scale up. Fast-paced and insightful, both sponsors and attendees gain access to innovative practices, inspiring solutions, and networking opportunities exclusive to this event.

Statehouse Day*
The strength of our advocacy is in bringing our partners together to maximize relationships with their elected officials. The goal of this event—held at the Indiana Statehouse during the legislative session—is to convene Circular Indiana members and partners for individual meetings and facilitated conversations to advance the circular economy. As a sponsor of this event, you are a foundational partner helping us achieve our vision for Indiana.

Friendraisers
A Circular Indiana Friendraiser can take many forms—a small gathering hosted in your home or business, or larger group convened at a restaurant or bar. The purpose of these events is to introduce Circular Indiana to new audiences, educate attendees in a personalized and dynamic format, and engage individuals as advocates to help achieve our shared goals.

Sponsorship opportunities for these events vary depending on venue, format, and number of attendees. Let’s get creative together!

*These events are still in development.
OUTREACH CAMPAIGNS

Monthly Video Spotlight Segments
Video is the most effective way to reach new audiences and make a lasting impact. That’s why Circular Indiana is partnering with a local television media outlet to produce and promote a monthly series to highlight aspects of recycling and the circular economy titled, “Coming Full Circle.”

As a monthly segment sponsor, your organization will be highlighted within the context of educating the public about recycling and the circular economy in Indiana. View our first Spotlight Segment as an example of duration and format.

Each monthly spotlight segment includes:
• Promotional spots during morning and evening news for 5 news days prior to air, generating 169,500 impressions;
• Airing of a produced 2-minute video segment featuring Circular Indiana and highlighting sponsor organization, 4 times on date of airing;
• Post and paid boost on media outlet’s Facebook page; and
• Placement on media outlet’s Live Stream platform

Sponsor benefits for these monthly spotlight segments are highly customizable in terms of content, broadcast promotion, and social media strategy. You are invited to be as involved in the creative process as you want!

Matching Funds Campaign
Help Circular Indiana strengthen relationships with existing donors while educating them about your organization’s leadership in the circular economy! As the matching funds sponsor for our month-long individual donor campaign, your contribution is leveraged to DOUBLE the impact and elevate your brand. There are up to 3 campaigns to choose from throughout the year:

• APRIL: Earth Month campaign, in celebration of Earth Day on April 22
• NOVEMBER: America Recycles Month campaign, in celebration of America Recycles Day on November 15
• DECEMBER: End of Year (EOY) campaign

Help us enhance our resources and expand our online reach by sponsoring our digital assets and promotion efforts! As a trusted resource for timely and relevant educational content, Circular Indiana engages and inspires Hoosiers through our email newsletters, blog series, RecycleSearch database, and social media posts.