



2015 SPONSORSHIP OPPORTUNITIES

Will you *Help Make Rochester A Litter Bit Better!* in 2015? This popular, citizen led, city-wide initiative improves water quality and beautifies our city. With the help of generous sponsors, the event has been a success each and every year. Since the event's first year in 2007, nearly 20,000 volunteers have prevented over 95 tons of trash from polluting our landscapes and waterways. In 2014 over \$4,000 in donations and \$56,000 of in-kind services were used to put on the event and similar levels of participation will be needed again in 2015. With your support, we can continue supporting initiatives such as:

Garbage and Recycling Bags – Every year recycling and garbage bags are needed for the clean-up event. These bags are made available, free of charge, to volunteers for litter collection.

Pocket Ashtrays – Smokers often litter their cigarette butts because appropriate receptacles are not nearby. Pocket ashtrays ensure that the owner always has a place to properly dispose of their cigarette butts.

Mini Litter Bags – Parades are notorious for producing litter. To combat this phenomenon, *A Litter Bit Better!* volunteers walk in the Rochesterfest Parade to pass out Mini Litter Bags and remind parade-goers to pick up after themselves. This practice has noticeably reduced litter along the parade route.

Printing – Pledge cards, posters, and save the dates are used to promote the event and booster participation. Posters are hung across town and save the date cards are placed in multiple kiosks. Pledge cards to not litter are signed by fourth graders in Rochester.

If you have questions, please call or email Megan Moeller (507-328-2440 or mmoeller@rochestermn.gov) or Rene Lafflam (507-529-4150 or rene@rneighbors.org)

Thank you for helping make Rochester *A Litter Bit Better!*

Amount:	\$
Business Name:	
Address:	
Contact Person:	
Phone:	
Email:	

Deadline is February 15th.

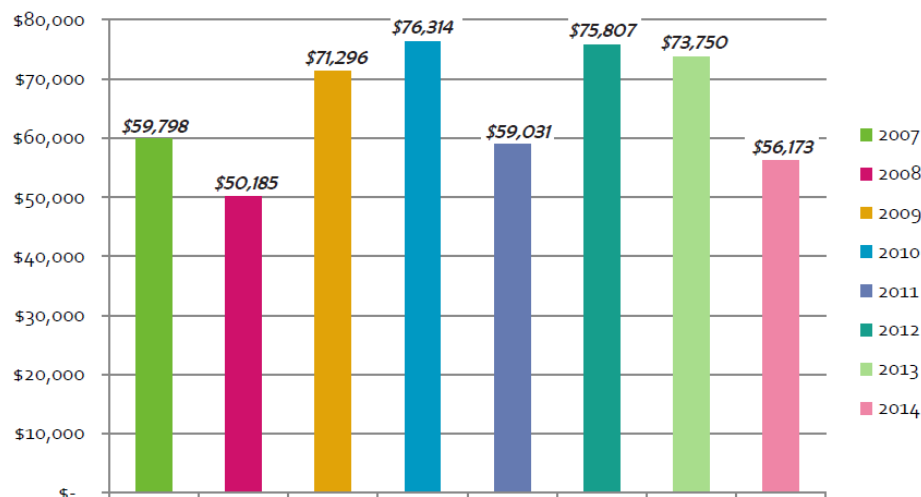
Please complete and return this form along with your **check written to RNeighbors** to:

A Litter Bit Better!
City of Rochester - Public Works Department
201 4th Street SE, Room 108, Rochester, MN 55904
Attn: Megan Moeller

Learn more about A Litter Bit Better! by visiting www.RNeighbors.org/litterbitbetter

Each cash dollar contributed is matched by \$12 of in-kind services – what a return on your investment!

The in-kind donations for 2014 totaled \$56,173

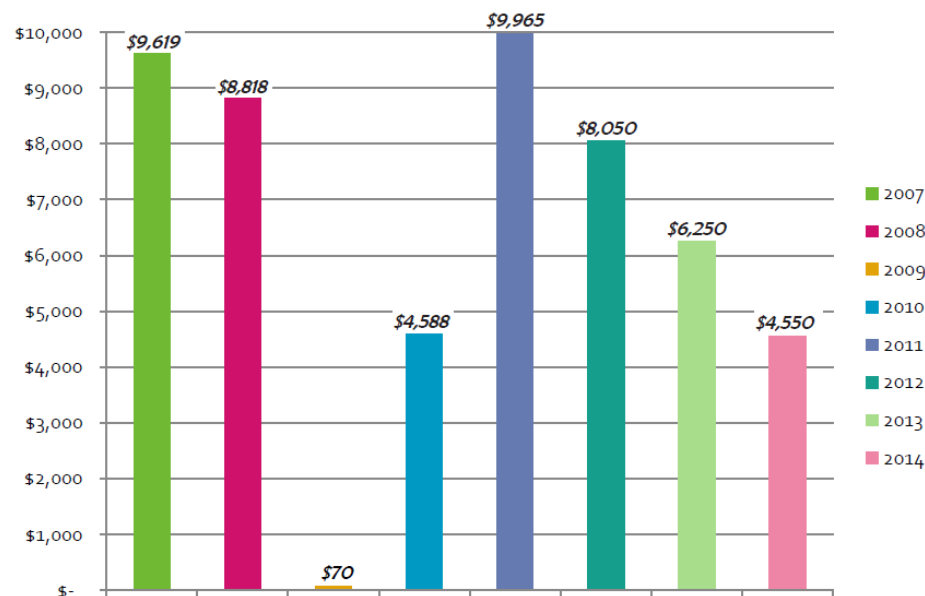


*The estimated in-kind donation total for 2014 is \$56,173.

Examples of services:

- Waste collection, storage, and disposal
- Staff time
- Website maintenance
- Recycling bags
- Advertising on TV, radio, and in print.
- Cigarette Butt-Bounty contributions

Cash donations for 2013 were \$4,550



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*No donations were requested in 2009 due to the state of the economy and adequate funds in reserve.

Cash donations pay for:

- Garbage bags
- Poster printing
- Pledge card printing
- Magnets
- Postage

A Litter Bit Better! Sponsor Recognition

Sponsor Category	Sponsorship Level	Logo Displayed?	RNeighbors Website & RNews	Print Materials	Thank You Ad in Post Bulletin	Thank You Letter	Mayor's Certificate
Event Sponsor	\$5000+	Yes	Yes	Yes	Yes	Yes	Yes
Ten-Ton Pile	\$4999 - \$1000	No	Yes	Yes	Yes	Yes	Yes
One-Ton Pile	\$999 - \$100	No	Yes	Yes	Yes	Yes	Yes
Truckload	\$99 - \$1	No	Yes	Yes	Yes	Yes	Yes

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