

2021 SPONSORSHIP & ADVERTISING PROSPECTUS





Dear Member of the National Waste & Recycling Association (NWRA),

Thank you for your interest in NWRA events and campaigns. We understand that you are interested in getting your products and services in front of decision makers in the industry and growing your client base—we are pleased to help you reach your target audience. NWRA's signature events, regular communications tools and comprehensive educational programming deliver the best opportunities for you to reach your prospective customers. We invite you to participate in NWRA's exciting happenings by serving as a sponsor or advertiser.

The next several pages demonstrate the vast array of opportunities that exist for you to highlight your brand in front of hundreds, and sometimes thousands, of industry decision makers and thought leaders. We are happy to develop sponsorships and ad packages to meet your needs and your budget.

After you have reviewed this listing of events and benefits, please contact Mallory Szczepanski at mszczepanski@wasterecycling.org or 616-644-6066 to discuss next steps.

Thank you again for your support of our association.

Sincerely,

Darrell K. Smith
President and CEO

TABLE OF CONTENTS

LETTER FROM LEADERSHIP.....	2
ABOUT NWRA.....	4
NATIONAL ANNUAL PACKAGES.....	5
WASTE & RECYCLING INDUSTRY CONFERENCE.....	6
FILA ANNUAL LEADERSHIP CONFERENCE.....	7
NWRA WOMEN'S COUNCIL PRESIDENT'S CONFERENCE.....	7
WASTEEXPO.....	8
ANNUAL AWARDS BREAKFAST.....	9-12
EXECUTIVE LEADERSHIP ROUNDTABLE.....	12-13
RECYCLING AWARDS.....	13-14
SAFETY EVENTS.....	14
NWRA WEBINARS.....	15
REGIONAL AND CHAPTER EVENTS.....	16-18
CONTACT INFORMATION.....	19



About NWRA

NWRA is the leading voice of the private sector waste and recycling industry. Your support of NWRA events, programs, publications and education helps make our industry safer, smarter and stronger. These premier opportunities connect you with the most engaged audience of decision makers in waste and recycling. Let us customize a sponsorship program for you to extend the reach of your brand and further drive sales of your products and services.

NWRA hosts more than 60 events a year, from national leadership conferences to regional and chapter events and fundraisers, as well as safety-focused professional development programs, including:

- Waste & Recycling Industry Conference
- Annual ANS Z245 and Safety Committee Meetings
- Exclusive WasteExpo events including NWRA's Annual Awards Breakfast, CEO leadership receptions and highly attended booth events with NWRA interest groups, including our Women's Council, Future Industry Leaders Alliance (FILA) and NWRA chapter leaders
- NWRA Executive Leadership Roundtable Conference
- Chapter and regional meetings, events and fundraisers, which directly support our industry's advocacy efforts with state and local government and provide unique access to engaged local industry leaders and executives
- Safety professional development series specifically designed for industry professionals working to move the needle on safety

NWRA offers opportunities to reach an industrywide audience through our exclusive member communications tools, including: Safety Monday, Weekly Review, social media campaigns and a wide range of webinars to showcase your company's brand, products and services.



National Annual Packages

Sponsorship Packages allow for increased promotional opportunities across multiple events in one package and allow your company to budget for your sponsorship level:

Gold Level (\$25,000) – Recognition at the following association events: NWRA Industry Conference, Southeast Annual Conference, Texas Annual Conference, Heartland Annual Conference, Mid-Atlantic Annual Conference, the Executive Leadership Roundtable and WasteExpo

- Top-tier logo placement on appropriate signage
- Website and social media presence on event page
- Podium recognition
- Speaking opportunity at appropriate events
- Recognition at the association booth at WasteExpo
- Complimentary exhibit space at regional meetings
- One complimentary event registration for each event and two complimentary event registrations for the Executive Leadership Roundtable
- Member listing with logo and description or a two-minute promotional clip (subject to approval) on NWRA's LinkedIn page hyperlinked to sponsor website
- Two social media acknowledgements on NWRA's official LinkedIn, Twitter, Facebook and Instagram pages

Silver Level (\$15,000) – Recognition at the following association events: NWRA Industry Conference, Southeast Annual Conference, Texas Annual Conference, Heartland Annual Conference and Mid-Atlantic Annual Conference

- Second-tier logo placement on appropriate signage
- Website and social media presence on event page
- Podium recognition
- One complimentary event registration for each event



- One complimentary exhibit space at two regional meetings
- Member listing with logo and description or a two-minute promotional clip (subject for approval) on NWRA's LinkedIn page hyperlinked to sponsor website
- One social media acknowledgement on NWRA's official LinkedIn, Twitter, Facebook and Instagram pages

Bronze Level (\$10,000) – Recognition at the following association events: NWRA Industry Conference, Southeast Annual Conference, Texas Annual Conference and Mid-Atlantic Annual Conference

- Third-tier logo placement on appropriate signage
- Website and social media presence on event page
- Podium recognition
- One event registration for each event
- One complimentary exhibit space at one regional meeting
- Two social media acknowledgements on NWRA's official LinkedIn, Twitter, Facebook and Instagram pages

2020 Waste & Recycling Industry Conference

Atlantic Beach, FL

This meeting brings together the safety leaders and stakeholders of the waste and recycling industry, providing an opportunity to create safety- and risk management-related products to advance a safer industry. ANSI's Accredited Standards Committee Z245, along with its subcommittees, meets during this conference to discuss revisions on existing standards and write new standards. Education sessions for attendees will also be available, as well as golf and additional networking events.

SPONSORSHIP OPPORTUNITIES

Welcome Reception (co-sponsors)	\$9,000
Annual Lunch (co-sponsors)	\$7,000
Golf Tournament	\$5,000
Member Breakfast	\$5,000
Networking Reception	\$4,000
Beverage Cart	\$2,500
Box Lunches	\$2,500
Coffee Service	\$1,500
Golf Prizes	\$1,500
Golf Hole	\$750



Sponsors are noted on our program and agendas. Furthermore, all sponsors are recognized at the Waste & Recycling Industry Conference during our Welcome Reception and Member Breakfast. Tent cards thanking our sponsors are provided at the Networking Reception, Welcome Reception, Lunch and Member Breakfast. Conference signage at our event also recognizes and thanks our sponsors. If sponsors buy a golf hole, then they are also recognized on our golf hole signs. When a member sponsors the golf tournament, a giveaway with their logo will be provided to all attendees at the golf tournament. Further, all sponsors are featured on the event website and social media promotions.

FILA Annual Leadership Conference

September 2020

Are you interested in supporting the future of our industry? The FILA Annual Leadership Conference is the perfect opportunity to showcase your brand. The conference will feature informative briefings, professional development and networking opportunities. Please contact Mallory Szczepanski at mszczepanski@wasterecycling.org with your questions.

NWRA Women’s Council President’s Conference

November

The Women’s Council fosters the professional development of women in the waste industry while striving to increase their business, financial and leadership skills through education, workshops, mentoring and networking. This event provides a platform for professional development, networking and empowerment for industry leaders.

Sponsorships are available for this event. Please contact Peggy Macenas at 630-848-1101 or peggym@wasterecycling.org for more information.



WasteExpo 2021

April 26 – 29, 2021

Las Vegas, NV

RECEPTIONS

NWRA President's Reception (two available)	\$ 15,000
FILA Reception	\$ 4,000
Women's Council Reception	\$ 4,000
Awardees Recognition Reception	\$ 4,000



NWRA PRESIDENT'S RECEPTION

Every year at WasteExpo, the association holds a reception to thank the NWRA members who have given their valuable time and support throughout the year. This reception provides NWRA with a special opportunity to honor these members for their continued involvement in the association's endeavors.

President’s Reception at WasteExpo (two at \$15,000 each)

- Signage and ice sculptures of company logo
- 10 invites to the reception
- Website presence on event page
- Recognition by CEO at the reception
- Opportunity to greet all guests upon their arrival at the reception
- Member listing with logo and description or a two-minute promotional clip (subject to approval) on NWRA’s LinkedIn page hyperlinked to sponsor website



FILA RECEPTION

The Future Industry Leaders Alliance (FILA) provides education, networking and mentoring to emerging industry leaders to prepare them for executive advancement and professional leadership in the waste industry. The FILA reception introduces others to these ideas behind FILA and is an event set to recruit new members. The reception takes place every year at WasteExpo. Attendees meet top industry executives and business owners and learn how FILA has benefited their employees.

WOMEN’S COUNCIL RECEPTION

Meet the members of the NWRA Women’s Council. Formed in 2003, the Women’s Council promotes networking and professional development for those currently in the industry. In addition, the council manages the Women’s Council Academic Scholarship program for those expanding their knowledge and for those entering the industry. Tickets will be sold for the **SPLIT THE POT** raffle, and the winner will be announced during this time.

AWARDEES RECOGNITION RECEPTION

Come meet industry legends and heroes at this reception. The 2021 Drivers of the Year, Operator of the Year, Hall of Fame Inductees and other distinguished awardees will be recognized at this event.

Annual Awards Breakfast

NWRA’s Awards Programs honor the best of innovation and achievement in the waste and recycling industry. Awards programs, including Hall of Fame, Driver of the Year, Operator of the Year, Member of the Year and Distinguished Service, are the highlights of WasteExpo each year. Sponsorship of NWRA’s Awards Programs creates unique opportunities to reach the industry’s leading decision makers.

In 2019, more than 800 people took part in this event, including CEOs and the leadership teams of major companies in the industry. 2020 promises to deliver another stellar event.

SPONSORSHIP OPPORTUNITIES

Driver of the Year	\$30,000
Hall of Fame	\$15,000
Distinguished Service	\$7,500
Member of the Year	\$7,500
Chapter Leadership	\$7,500
Operator of the Year	\$7,500



Driver of the Year Award Sponsor (\$30,000) – Recognition in all association materials and web pages about the Driver of the Year award and applications and recognition at the Awards Breakfast as the exclusive Driver of the Year sponsor. This program honors those drivers who operate their trucks in a safe and responsible manner, have outstanding performance records and whose contributions have enhanced the overall safety and image of the solid waste industry.

- Physically present awards on stage to recipients
- Logo featured on appropriate signage
- One complimentary front table (10 seats each)
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast
- Member listing with logo and description or a two-minute promotional clip (subject to approval) on NWRA’s LinkedIn page hyperlinked to sponsor website
- Two social media acknowledgements on NWRA’s official LinkedIn, Twitter, Facebook and Instagram pages



Hall of Fame (\$15,000) – Recognition at the Awards Breakfast as the sponsor of NWRA’s highest award. The Hall of Fame award recognizes leaders in the waste and recycling industry who have distinguished themselves through

significant contributions to the industry and the community and have been actively engaged in the business for at least 25 years.

- Physically present awards on stage to recipients
- Logo featured on appropriate signage
- Five complimentary seats at a priority table
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast
- Member listing with logo and description or a two-minute promotional clip (subject to approval) on NWRA's LinkedIn page hyperlinked to sponsor website



Member of the Year Awards Sponsor (\$7,500) – Recognition at the Awards Breakfast as the sponsor of the Member of the Year Awards. These award winners have demonstrated extraordinary service to the mission and goals of NWRA and the industry over a year period.

- Physically present awards on stage to recipients
- Five complimentary event tickets for seating at a priority table
- Logo featured on appropriate signage
- Two social media acknowledgements on NWRA's official LinkedIn, Twitter, Facebook and Instagram pages
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast



Chapter Leadership Awards Sponsor (\$7,500) – Recognition at the Awards Breakfast as the sponsor of the Chapter Leadership Awards. These award winners are members who have made contributions to a chapter over a period of time that were particularly meritorious.

- Physically present awards on stage to recipients
- Five complimentary event tickets for seating at a priority table
- Logo featured on appropriate signage
- Two social media acknowledgements on NWRA's official LinkedIn, Twitter, Facebook and Instagram pages
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast



Distinguished Service Awards Sponsor (\$7,500) – Recognition at the Awards Breakfast as the sponsor of the Distinguished Service Awards. These award winners are longstanding members of the association and have rendered service in pursuit of its mission and goals over a period of time, generally spanning a number of years.

- Physically present awards on stage to recipients
- Five complimentary event tickets for seating at a priority table
- Logo featured on appropriate signage
- Two social media acknowledgements on NWRA's official LinkedIn, Twitter, Facebook and Instagram pages
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast



Operator of the Year Award Sponsor (\$7,500) – Recognition in all association materials and web pages about the Operator of the Year award and applications and recognition at the Awards Breakfast as the exclusive Operator of the Year sponsor. This award honors the safest, most industrious post-collection workers from either a materials recovery facility, landfill or transfer station.

- Physically present awards on stage to recipients
- Five complimentary event tickets for seating at a priority table
- Logo featured on appropriate signage
- Two social media acknowledgements on NWRA's official LinkedIn, Twitter, Facebook and Instagram pages
- Advertising in program book
- Podium recognition
- Recognition in the awards video at the breakfast



Executive Leadership Roundtable (ELRT)

October 27-29

Loew's Ventana Canyon Resort

Tucson, AZ

This is the premier annual event where leaders and innovators in the waste and recycling industry gather for briefings on best practices, emerging trends and issues of critical importance to our industry.

The Executive Leadership Roundtable brings together the current and future leaders of our industry. Members of NWRA's Board of Trustees and the Boards of Governors for Servicers and Suppliers, Future Industry Leaders Alliance, Women's Council and Hall of Fame discuss leadership, attend creative networking opportunities and are briefed on timely topics of importance to the industry.

ELRT is a unique showcase for your company's products and services to an exclusive audience of decision makers representing our industry's leading companies.

SPONSORSHIP OPPORTUNITIES

**Co-sponsorships available*

*Annual Dinner	\$20,000
Welcome Reception	\$12,000
*Annual Lunch	\$9,000
*Annual Breakfast	\$6,500
*Golf Tournament	\$5,000
*Dinner Wines	\$5,000
Boxed Lunches	\$4,500
Networking Reception	\$4,000
Beverage Cart	\$3,500
Alternative Activity	\$3,500
Coffee Service	\$2,000
Hole Prizes	\$1,500
Golf Hole	\$500



Sponsors are featured in our program and agenda badges. Furthermore, all sponsors are recognized at ELRT at our Welcome Reception and Annual Dinner. As appropriate, tent cards thanking our sponsors are provided at the Networking Reception, Welcome Reception, Lunch and Dinner. All signage at our events at ELRT also recognize and thank our sponsors. If sponsors buy a golf hole, then they are also recognized on golf hole signs. If a sponsor purchases the golf tournament, a giveaway with their logo will be provided to all attendees at the golf tournament.

Recycling Awards (\$10,000 for six awards)

The Recycling Awards honor the best in the recycling industry. The six trophies will be presented at our Executive Leadership Roundtable.

Each award sponsor will receive logo presence on digital and social media marketing collateral. Any emails concerning these awards will also include the sponsor's logo. The awards will be presented at NWRA's Executive Leadership Roundtable.

- Sustainability Partnership Game Changer
- Best Recycling Public Education Program
- Recycling Equipment Innovator of the Year
- Recycling Facility of the Year
- Construction & Demolition Debris Recycler of the Year Award



- Organics Recycler of the Year Award

Sponsors of the Recycling Awards will have their logo on all e-blasts for that event. Sponsors will be recognized at the Executive Leadership Roundtable and the Awards Luncheon. Their logo will be on the luncheon banner and the awards PowerPoint slideshow. Their logo will be prominent on the NWRA website and on the Executive Leadership Roundtable event page on the NWRA event calendar. Their logo will be featured on a LinkedIn post, where they will be given the opportunity to provide a 125-word description or a two-minute promotional video (subject to approval) hyperlinked to their website. Sponsors will be mentioned and thanked on social media.

Safety Symposium at WasteExpo

As part of NWRA’s mission to move the needle on industry safety, we have launched the Safety Symposium Workshop, taking place at WasteExpo. This half-day event brings together safety experts to focus on best practices and strategies for improving safety performance, safety cultures and compliance.

SPONSORSHIP OPPORTUNITIES

Title Sponsor (one available) \$10,000
 Presenting Sponsor (four available) \$5,000
 Supporting Sponsor (four available) \$2,500

Safety Committee Meeting

The Safety Committee brings together safety experts throughout the industry to focus on making trash collection, processing and disposal operations less dangerous through safety training, regulation compliance and company safety rules and policies.

SPONSORSHIP OPPORTUNITIES

Committee Dinner \$2,500
 Committee Reception \$5,000



NWRA Webinars

NWRA's webinar series provides members and non-members with timely and topical information on the latest emerging trends, regulations and business climate. Webinar sponsors receive access to attendee information, and depending on subject matter, potential speaking opportunities are available.

Some of our past webinars include:

OSHA Recordkeeping: Are You in Compliance?

Property Insurance: Obtaining Adequate Coverage in Today's Climate

Per- and Polyfluoroalkyl Substances (PFAS) in Municipal Solid Waste and Landfill Leachate

Motor Vehicle Inspection Programs - Are You Out of Service?

Roadway Safety: A Collaborative Process

NWRA Export Expansion Program (NEEP): What Is It & How Does It Help Me?

Six available per year (\$500/each)

These webinars allow sponsors to reach both non-members and members of NWRA. Sponsors for webinars are mentioned and thanked during the webinar. The sponsor's logo will be branded in any slides/videos for the presentation. They will also have an opportunity to participate in the webinar itself. The sponsor's logo will be present in all e-blasts and other marketing content for the event. The sponsor will be mentioned and thanked in all emails about the webinar, on news clips for the event and on social media.

Please contact Jonathan Taylor at jtaylor@wasterecycling.org or Mallory Szczepanski at mszczepanski@wasterecycling.org for webinar information and contacts.

Regional and Chapter Events

WHAT STATES MAKE UP EACH REGION?

Sunbelt	Midwest	Northeast
AL, AR, AZ, CA, CO, FL, HI, GA, LA, MS, NC, NM, NV, OK, SC, TN, TX, UT, and WV.	AK, IA, ID, IL, IN, KS, KY, MI, MN, MO, MT, NE, ND, OH, OR, SD, WA, WI and WY.	CT, DE, MA, MD, ME, NH, NJ, NY, NYC, RI, and VT.

Chapter Meetings Events and Golf Sponsorships:

The state chapters of NWRA hold annual conference meetings and events several times throughout the year. Sponsorship opportunities are available for these meetings and may include recognition on the meeting web page and all printed meeting materials with your company logo, table tent cards at the meeting and a verbal recognition at the meeting.

Please contact the Region Vice President in your area for available sponsorships.

SUNBELT REGIONAL MEETINGS & GOLF TOURNAMENTS

Region Contacts:

Abby Blocker
ablocker@wasterecycling.org
202-364-3765

Mike Huff (*Carolinas only*)
mhuff@wasterecycling.org
404-386-2141

Bob Kania (*VWIA only*)
bkania@wasterecycling.org
757-621-3192

The Sunbelt Region holds four large regional meetings each year: the Southeast Annual Conference, the Texas Annual Conference, the Heartland Annual Conference and the Mid-Atlantic Annual Conference. Individual sponsorships are available for all of these events. For more information on sponsoring any of the Sunbelt regional meetings, please contact Abby Blocker.



National Waste & Recycling AssociationSM

Collect. Recycle. Innovate.

Recurring Events

Florida Legislative Days
Georgia Golf Tournament
Carolinas Golf Tournament
Southeast Annual Conference
Texas Annual Conference

Mid-Atlantic Annual Conference
Heartland Annual Conference
Arizona Annual Meeting & Golf Tournament

Alabama

Typical Chapter Meetings Per Year: 2-3

Arizona

Typical Chapter Meetings Per Year: 2

Carolinas

Typical Chapter Meetings Per Year: 4

MIDWEST REGIONAL MEETINGS

Region Contact Peggy Macenas
peggym@wasterecycling.org
630-848-1101

In addition to chapter annual meetings and legislative events, three Trash Can Open Golf outings are held: Indiana, Illinois and Minnesota. Sponsorship for these events directly supports the chapter's advocacy and regulatory activities.

Illinois

IL NWRA Chapter Annual Meeting
IL NWRA Chapter Legislative Dinner
IL NWRA Chapter Fall Meeting
IL NWRA Annual Trash Can Open Golf Outing

Florida

Typical Chapter Meetings Per Year: 3

Georgia

Typical Chapter Meetings Per Year: 4

New Mexico

Typical Chapter Meetings Per Year: Subject to call

Oklahoma

Typical Chapter Meetings Per Year: 3

Texas

Typical Chapter Meetings Per Year: Off Legislative Year – 1, On Legislative Year – 2.

Indiana

IN NWRA Chapter Legislative Dinner
IN NWRA Annual Trash Can Open Golf Outing
IN NWRA Chapter Annual Meeting

Kansas

KS NWRA Chapter Annual Meeting



National Waste & Recycling AssociationSM

Collect. Recycle. Innovate.

Kentucky

KY NWRA Chapter Annual Meeting

Minnesota

MN NWRA Chapter Annual Meeting

MN NWRA Annual Trash Can Open Golf Outing

Missouri

MO NWRA Chapter Annual Meeting

Ohio

OH NWRA Chapter Annual Meeting

Wisconsin

WI NWRA Chapter Annual Meeting

NORTHEAST REGIONAL MEETINGS

Region Contact Steve Changaris

schangaris@wasterecycling.org

508-839-4751

Brandon Wright (*Maryland Chapter only*)

bwright@wasterecycling.org

202-364-3706

Maryland

Maryland Chapter Annual Crab Fest

Maryland Chapter Golf Tournament

Meetings in the Northeast Region are planned at-will at the direction of local leaders. Please contact Steve Changaris for more information on potential upcoming meetings.



I. Company Information

Company Name: _____

Address: _____

City, State, Zip: _____

Telephone Number: _____ Email: _____

Contact Name: _____ Title: _____

Interests?

II. Sponsorship/Advertising Item & Cost

1. _____ \$ _____

2. _____ \$ _____

3. _____ \$ _____

4. _____ \$ _____

5. _____ \$ _____

Credit cards are accepted online or by contacting our accounts receivables staff at 202-364-3748. Please make checks payable to NWRA.

NWRA Contact:

Mallory Szczepanski

616-644-6066

mszczepanski@wasterecycling.org