



2022 Sponsorship & Advertising Prospectus

National Waste & Recycling
Association Sponsorship
& Advertising Prospectus

1550 Crystal City Drive
Suite 804
Arlington, VA 22202



2022 Version

A message from President & CEO Darrell Smith

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.

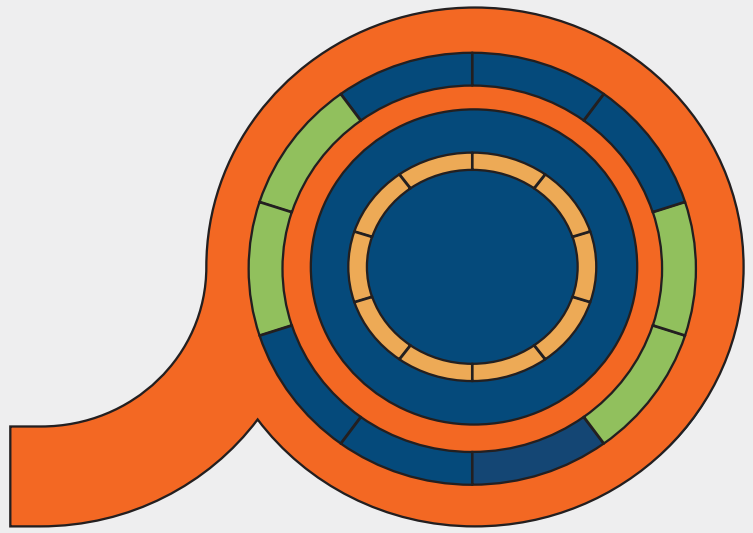
After you have reviewed this listing of events and benefits, please contact Mallory Szczepanski at mszczepanski@wasterecycling.org or 616-644-6066 to discuss next steps. Thank you again for your support of our association.

Sincerely,

**Dr. Darrell K. Smith
NWRA President & CEO**

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Introduction

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:

- 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 Leaders Alliance (FILA) and NWRA chapter leaders
- NWRA Executive Leadership Roundtable (ELRT) 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.



Reach Your Audience At Our Events

Create a customized program to reach your target audience through NWRA's national and regional events. Sponsorship options range from events with NWRA's active chapters to the most well-attended national waste and recycling industry events, including WasteExpo (spring) and NWRA's annual Executive Leadership Roundtable (fall). More than 60 event sponsorship opportunities are available year-round.

Be On The Lookout For These NWRA Events





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 NWRA events: Standards Meeting, Safety Committee Meeting, Southeast Annual Conference, Texas Annual Conference, Heartland Annual Conference, Mid-Atlantic Annual Conference, Executive Leadership Roundtable and WasteExpo

- Top-tier logo placement on appropriate signage
- Placement on event webpage, e-blasts and social media promotions
- 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 Executive Leadership Roundtable

Silver Level (\$15,000) - Recognition at the following association events: Standards Meeting, Safety Committee Meeting, Southeast Annual Conference, Texas Annual Conference, Heartland Annual Conference and Mid-Atlantic Annual Conference

- Second-tier logo placement on appropriate signage
- Placement on event webpage, e-blasts and social media promotions
- Podium recognition
- One complimentary event registration for each event
- One complimentary exhibit space at two regional meetings



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

- Third-tier logo placement on appropriate signage
- Placement on event webpage, e-blasts and social media promotions
- Podium recognition
- One event registration for each event
- One complimentary exhibit space at one regional meeting

Sponsors are included on our event programs, agendas, table tent cards and signage. 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 marketing promotions.

Standards Meeting

March 2022

The ANS Z245 Committee, along with its subcommittees, will meet to discuss revisions on existing standards and write new standards.

SPONSORSHIP OPPORTUNITIES

Welcome Reception (co-sponsors): \$6,000

Annual Lunch (co-sponsors): \$5,000

Member Breakfast: \$5,000

Coffee Service: \$1,500

Interested in being a sponsor of this meeting? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

Joint Standards/Safety Committee Meeting

Fall 2022

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



SPONSORSHIP OPPORTUNITIES

Welcome Reception (co-sponsors): \$9,000
Welcome Reception (Co-Sponsors): \$9,000
Annual Lunch (co-sponsors): \$7,000
Member Breakfast: \$5,000
Networking Reception: \$4,000
Coffee Service: \$1,500

Interested in being a sponsor of this meeting? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

FILA/Women's Council Spring Summit: Deal Me In - MBA Case Study

Spring 2022

During the FILA/Women's Council Spring Summit: Deal Me In - MBA Case Study, Future Industry Alliance (FILA) and Women's Council members will participate in an MBA like case study and competition presented by Michael E. Hoffman and John McNamara from Stifel.

Interested in being a sponsor of this conference? Please contact Mallory Szczepanski at mszczepanski@wasterecycling.org for more information.

2022 FILA International Exchange

September 2022

Hosted by Volvo Construction Equipment and Mack Trucks, the 2022 FILA International Exchange will focus on innovative material sustainability, electromobility, equipment and fleet innovation and autonomous solutions. The weeklong program will provide attendees with professional development opportunities, including exploring future technologies, visiting ReTuna Recycling Galeria, test-driving various pieces of equipment and trucks and engaging with other area waste and recycling companies and suppliers for networking, collaboration and education seminars. Additionally, attendees will have the opportunity to get to know other FILA members through fun activities, social networking and sightseeing.

Interested in being a sponsor of this event? Please contact Mallory Szczepanski at mszczepanski@wasterecycling.org for more information.



NWRA Women's Council President's Conference

Fall 2022

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.

Interested in being a sponsor of this conference? Please contact Mallory Szczepanski at mszczepanski@wasterecycling.org for more information.

WasteExpo 2022

May 9-12, 2022

Las Vegas

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.

- Signage and ice sculptures of company logo
- 10 invites to the reception
- Placement on event webpage, e-blasts and social media promotions
- Recognition by CEO at the reception
- Opportunity to greet all guests upon their arrival at the reception

SPONSORSHIP OPPORTUNITIES

Event Sponsors (two available): \$20,000

Interested in being a sponsor of this reception? Please contact Jim Riley at jriley@wasterecycling.org for more information.

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 and recycling 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.

Interested in being a sponsor of this reception? Please contact Mallory Szczepanski at mszczepanski@wasterecycling.org for more information.



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.

Interested in being a sponsor of this reception? Please contact Mallory Szczepanski at mszczepanski@wasterecycling.org for more information.

Building on Foundational Safety – NWRA Safety Symposium Workshop

Safety is a No. 1 focus for NWRA and the industry as a whole. In order to mitigate complex safety issues and build a solid foundation, we must work together and commit to having a safety first mindset. In this half-day workshop, you'll learn how to build upon foundational safety by implementing proven best practices and integrating technology that can help your program be more effective.

SPONSORSHIP OPPORTUNITIES

Title Sponsor (one available): \$10,000

Presenting Sponsor (four available): \$5,000

Supporting Sponsor (four available): \$2,500

Interested in being a sponsor of this workshop? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

Awardees Recognition Reception

Come meet industry legends and heroes at this reception. Drivers of the Year, Operator of the Year and Hall of Fame Inductees will be in attendance.

SPONSORSHIP OPPORTUNITIES

Event Sponsors (two available): \$4,000

Interested in being a sponsor of this reception? Please contact Jim Riley at jriley@wasterecycling.org for more information.

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 and Operator of the Year, are the highlights of WasteExpo each year.



SPONSORSHIP OPPORTUNITIES

Driver of the Year: \$30,000

Hall of Fame: \$25,000

Operator of the Year: \$20,000

Interested in being a sponsor? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

Driver of the Year Award Sponsor (\$30,000) - Recognition in all association materials about the Driver of the Year award and recognition at the Awards Breakfast. 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.

- 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

Interested in being a sponsor? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

Hall of Fame (\$25,000) - Recognition in all association materials about the Hall of Fame and recognition at the Awards Breakfast. The Hall of Fame award is bestowed annually upon select industry visionaries and icons who have created an enduring legacy through their inspirational leadership, core values and significant contributions.

- 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

Interested in being a sponsor? Please contact Jim Riley at jriley@wasterecycling.org for more information.

Operator of the Year Award Sponsor (\$20,000) - Recognition in all association materials about the Operator of the Year award and recognition at the Awards Breakfast. This award honors the safest, most industrious post-collection workers from either a materials recovery facility, landfill or transfer station.



- 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

Interested in being a sponsor of this meeting? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

Executive Leadership Roundtable (ELRT)

Fall 2022

This is the premier annual event that brings together leaders in the waste and recycling industry to address best practices, emerging trends and critical issues in the industry through business meetings, networking opportunities and educational sessions. Additionally, the honorees for our Member of the Year Awards, Chapter Leadership Awards, Distinguished Services Awards and Recycling Awards are celebrated during an awards ceremony.

SPONSORSHIP OPPORTUNITIES

**Co-sponsorships available*

*Annual Dinner: \$20,000	*Dinner Wines: \$5,000
Welcome Reception: \$12,000	Boxed Lunches: \$4,500
*Annual Lunch: \$9,000	Networking Reception: \$4,000
Member of the Year Award: \$7,500	Beverage Cart: \$3,500
Chapter Leadership Award: \$7,500	Alternative Activity: \$3,500
Distinguished Service Award: \$7,500	Coffee Service: \$2,000
*Annual Breakfast: \$6,500	Hole Prizes: \$1,500
*Golf Tournament: \$5,000	Golf Hole: \$500

Sponsors are included on our event programs, agendas, table tent cards and signage. They are also thanked at our welcome reception and annual dinner. If sponsors buy a golf hole, then they are also recognized on our golf hole signs. If they sponsor 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 marketing promotions.



Member of the Year Awards Sponsor (\$7,500) - Recognition at the Awards Dinner 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.

- Logo featured on appropriate signage
- Five complimentary seats at a priority table
- Advertising in program book
- Podium recognition
- Recognition in the awards video

Chapter Leadership Awards Sponsor (\$7,500) - Recognition at the Awards Dinner 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.

- Logo featured on appropriate signage
- Five complimentary seats at a priority table
- Advertising in program book
- Podium recognition
- Recognition in the awards video

Distinguished Service Awards Sponsor (\$7,500) - Recognition at the Awards Dinner 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.

- Logo featured on appropriate signage
- Five complimentary seats at a priority table
- Advertising in program book
- Podium recognition
- Recognition in the awards video

Recycling Awards (\$10,000 for six awards) - The NWRA Recycling Awards recognize companies, organizations or individuals who have made a significant impact in the waste and recycling industry. They are intended to celebrate achievements and commitment, as well as provide inspiration for others. The awards include honorees in the following six categories:

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



Sponsorship includes:

- Logo featured on appropriate signage
- Five complimentary seats at a priority table
- Advertising in program book
- Podium recognition
- Recognition in the awards video

Interested in being a sponsor? Please contact Abby Blocker at ablocker@wasterecycling.org for more information.

Digital Sponsorships and Advertising

Safety Monday - NWRA's weekly safety newsletter that features helpful safety tips and resources. It's a copyrighted product from NWRA produced in collaboration with its Safety Committee. The e-newsletter goes out to more than 5,000 safety leaders in the industry.

Nine sponsorships available for five weeks each: \$500 each

Interested in being a sponsor? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

Safety Research Project - NWRA has formed a partnership with the National Safety Council to better understand the safety needs of the waste and recycling industry and develop resources aimed at making the industry safer.

Five sponsorships available for \$50,000

Interested in being a sponsor? Please contact Kirk Sander at ksander@wasterecycling.org for more information.

Safety Data Project - NWRA is collaborating with the Environmental Research & Education Foundation to facilitate a 10-year overview of industry safety data to establish trends, identify gaps in the data and effectively address making the industry safer.

Five sponsorships available at \$20,000

Interested in being a sponsor? Please contact Kirk Sander at ksander@wasterecycling.org for more information.



Weekly Review - NWRA Weekly Review features a roundup of leading news stories from industry and national publications, as well as important and timely association news from NWRA. NWRA Weekly Review subscribers include high-level industry leaders and experts such as chief executive officers, chief financial officers, presidents and vice presidents, chief marketing officers, chief technology officers, safety directors, department and operations managers and others. Keep abreast of your customers, prospects and emerging industry trends with this indispensable business intelligence tool.

Interested in being an advertiser? Please contact Mallory Szczepanski at mszczepanski@wasterecycling.org for more information.

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 ETS 101 with Eric Conn of Conn Maciel Carey LLP
- Fireside Chat: How New Blockchain Tech Is Generating Industry Dollars On ESG Reporting
- Tame The Li-ion: An In-Depth Report on Waste & Recycling Facility Fires in the US/CAN
- Safety 101: Cutting Lithium-ion Battery Fires in Our Industry
- Revisiting The Lockdown: New Strategies Your Business Should Take To Get Workers Vaccinated & To Tackle New COVID Laws
- Managing Medical Cannabis Laws and Workplace Safety 101–Don't Let Your Business Go Up In Smoke!

Twelve available per year (\$500/each for NWRA members only)

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 on any slides/videos for the presentation and on the webinar registration page. They will also have a potential 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. A written summary of the webinar will be developed by NWRA to be featured on the organization's website and on social media. This written summary will also be available to the sponsor for use, providing the webinar additional coverage after the event has concluded.

Interested in a sponsored webinar? Please contact Jonathan Taylor at jtaylor@wasterecycling.org or Grace Lynch at Grace@moerycompany.com.

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 will include recognition on the meeting webpage, printed meeting materials, table tent cards and signage. A verbal recognition at the meeting will also be included.

Please contact the regional vice president in your area for available sponsorships.

Sunbelt Regional Meetings & Golf Tournaments

Region Contacts:

Abby Blocker

ablocker@wasterecycling.org

202-364-3765

Jim Riley (Carolinas only)

jriley@wasterecycling.org

202-364-3744

Brandon Wright (VWIA only)

bwright@wasterecycling.org

202-364-3706

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, Jim Riley, or Brandon Wright.



National Waste & Recycling AssociationSM

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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 Contacts:

Mallory Szczepanski

mszczepanski@wasterecycling.org

616-644-6066

Jonathan Taylor

jtaylor@wasterecycling.org

202-364-3716

In addition to chapter annual meetings and legislative events, three Trash Can Open golf outings are held in 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



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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

Northeast Regional Meetings

Brandon Wright

bwright@wasterecycling.org

202-364-3706

Maryland

Maryland Chapter Annual Crab Fest

Maryland Chapter Golf Tournament

Ohio

OH NWRA Chapter Annual Meeting

Wisconsin

WI NWRA Chapter Annual Meeting



National Waste & Recycling AssociationSM

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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