

**National Waste &
Recycling Association**SM

*Collect
Recycle
Innovate*

**NATIONAL
STRATEGIC PARTNERSHIP
& SPONSOR PROSPECTUS**

Brand Opportunity



Each sponsorship contribution strengthens NWRA's ability to drive growth, innovation, and sustainability in the waste and recycling industry:

Advancing Industry Leadership: Sponsorship fuels efforts to elevate NWRA's voice as the authoritative leader in waste and recycling, driving initiatives that shape public and regulatory perception of the industry.

Empowering Advocacy Efforts: Sponsorship dollars support proactive advocacy campaigns, enabling NWRA to influence critical policies at federal, state, and local levels, ensuring a favorable legislative environment for the industry.

Enhancing Safety Standards: Your support allows NWRA to drive the implementation of cutting-edge safety protocols and technologies, helping reduce injury and fatality rates across the industry, while promoting a culture of safety.

Championing Sustainability: Sponsorship enables NWRA to lead key sustainability initiatives, including campaigns for carbon reduction and the circular economy, positioning the industry as a leader in environmental responsibility.

Strengthening Crisis Management: By contributing to NWRA, sponsors help develop comprehensive crisis response strategies, ensuring the industry has robust support during emergencies or disruptions.

Fostering Innovation: Sponsorship funds promote the adoption of new technologies like automation and AI, improving safety, efficiency, and sustainability for member companies and advancing the industry as a whole.

Supporting Public Education: Sponsorship enables NWRA to run impactful public awareness campaigns, such as lithium battery recycling education, helping the industry lead important environmental conversations while educating the public on safety.



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As an industry supplier and long-time NWRA member, New Way has been actively engaged in association events throughout the years. Active participation through NWRA event sponsorships has helped showcase New Way's brand throughout our industry, and has been a key element to our marketing strategy. New Way's partnership with NWRA has been one of the reasons New Way is recognized as one of the fastest growing companies in the North American solid waste industry.

Don Ross
New Way® Truck

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National Events

Your support will be featured throughout the year at NWRA national meetings and events, as well as in our weekly newsletter and on our website, reaching:

-  More than 6,000 individuals that receive our weekly newsletter
-  Companies engaging in our seven national events
-  A balanced mix of event attendees from both large and small member companies
-  All event and NWRA website traffic, displaying your support for the industry

2025 Partnerships



Industry Conference

January 21 -24 | San Antonio, TX

Industry Conference is the annual gathering of major standing committees, Boards of Trustee and Governors, and the continuation of Deal Me In training. This event kicks off the NWRA agenda for the coming fiscal year. There will be numerous business meetings, networking opportunities, and educational workshops.



Healthcare Waste Institute (HWI)

Fall & Winter (two meetings each year) | TBD

The HWI brings together industry experts to discuss challenges facing the healthcare and industrial waste management marketplace. The HWI has a key role in advocating for disposal capacity challenges facing the market. The Fall and Winter meetings are important networking opportunities.



Annual Awards Gala

May 5 | Las Vegas

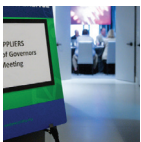
New this year, NWRA's Annual Awards Gala replaces the awards breakfast held during WasteExpo. This new event will celebrate our industry and recognize our 2025 Driver of the Year, Operator of the Year, and Hall of Fame honorees.



Safety and Standards Fall Meeting

October | TBD

NWRA is the Secretariat of ANS Z245 Standards Committee. ANS Z245 is focused on Equipment Technology and Operations for Wastes and Recyclable Materials. The Fall meeting brings safety and standards specialist in waste and recycling together to discuss critical updates to safety standards within the recycling and waste industry.



Fall Board of Governors Meeting

August/September | TBD

The Fall Board of Governors Meeting will provide a focused opportunity for both the Services and Suppliers Board of Governors to meet and discuss the important issues impacting the industry, while providing an opportunity to network.



Women's Council Annual Meeting

November | Florida

The annual Women's Council President's Retreat is a must attend event for Women's Council and NWRA members. This annual gathering focuses on professional development, critical networking opportunities and engages women across the industry. Hear from innovative speakers, attend professional development sessions and more.



FILA International Meeting

September/October | Montreal/Quebec

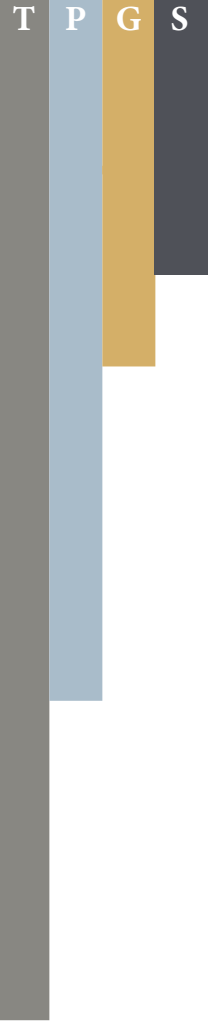
FILA hosts a fall event annually with every other year at an international destination. In 2025 the event will be held in Quebec, Canada.

Annual Sponsorship Levels

- TITANIUM (\$75,000)
- PLATINUM (\$50,000)
- GOLD (\$30,000)
- SILVER (\$20,000)

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Stifel is thrilled to build upon our long-term partnership with NWRA. As a full service investment bank with deep domain expertise in the waste and recycling sector, we are proud to be a capital partner and advisor of choice to so many NWRA members. Through our sponsorship of FILA’s annual Deal Me In competition and other NWRA initiatives, we are committed to professional development and action to drive our industry forward.
John McNamara
Stifel

Sponsorships Include*



- Prominent placement on the NWRA Sponsor Page
- High visibility (signage, slides, et al) at NWRA national events
- Recurring recognition on all national event emails and the weekly NWRA newsletter
- Key logo placement on NWRA website event pages and event communications (emails, etc.)
- VIP seating at NWRA national event luncheon and dinner functions
- VIP seating at NWRA Annual Awards Gala
- First right of refusal for additional premium branding and title sponsorship opportunities at national events
- Exclusive social media promotion on NWRA channels
- Prime logo placement on NWRA’s website homepage
- Podium appearance opportunities in coordination with NWRA staff
- Prioritized table arrangements at NWRA national dinner functions
- Press release announcement from NWRA
- Logo on NWRA website clicks through on webpage of your choice
- Opportunity to feature a promotional video at national events



2025 Add-On Sponsorships

In addition to our annual sponsorships, we're thrilled to offer exclusive event-specific opportunities to support standout awards, programs, and fundraising at events throughout the year! These dynamic programs, held during our national meetings, will spotlight our sponsoring companies through prominent visual and verbal promotion, ensuring maximum exposure. Plus, as an award sponsor, you'll have the exciting chance to take center stage during the award presentation, making your contribution even more memorable!



Industry Conference

January 21 -24 | San Antonio, TX

- NWRA PAC Reception Sponsor (\$10,000 - 2 available)
- FILA Deal Me In - Next Event Sponsor (\$25,000 - 1 available)
- FILA Deal Me In - Next Generation Competition Awards Sponsor (\$15,000 - 1 available)



Annual Awards Gala

May 5 | Las Vegas

- Driver of the Year Award (\$20,000 - 1 available)
- Operator of the Year Award (\$20,000 - 1 available)
- Hall of Fame Award (\$20,000 - 1 available)



Fall Board of Governors Meeting

August/September | TBD

- Activity sponsorships (\$15,000 - 3 available)



FILA International Meeting

September/October | Montreal/Quebec

- International Meeting Partner (\$75,000 - 3 available)
- Activity sponsorships (\$10,000)



Women's Council Annual Meeting

November | Nashville, TN

- Women's Council Scholarship Auction/Reception Sponsor (\$25,000 - 2 available)

