



National Waste &
Recycling Association®

*Collect
Recycle
Innovate*

2026 Sponsorship Prospectus

National Waste & Recycling Association
Representing the Business of
Waste & Recycling Since 1962

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WHO WE ARE

The National Waste & Recycling Association (NWRA) is the premier trade association representing the private sector waste and recycling industry in the United States. Founded in 1962, we are a 501(c)(6) company-level member organization that brings together leaders across every facet of the industry.



Association members conduct business in all 50 states and include companies that manage solid, industrial/hazardous, medical, and construction/demolition debris waste, and represent equipment manufacturers and distributors, and a variety of other professional service providers.

Our members manage waste streams that touch every corner of the American economy, including:

- Solid Waste
 - Industrial and Hazardous Waste
 - Medical Waste
 - Construction & Demolition (C&D) Debris
 - Vendors, Suppliers, Equipment & Technology Providers
 - Environmental, Legal, and Financial Service Partners

Our Mission

To provide effective state and federal advocacy, education, research, and safety expertise to promote the waste and recycling industries, serve as their voice, and create an economically sustainable climate where members grow, prosper, and protect the environment.

YOUR SPONSORSHIP DOLLARS IN ACTION IN 2025

SUPPORTING PUBLIC EDUCATION

- Launched test markets for new Woodsy Owl battery campaign
- Pursued battery legislation in 11 states
- Conducted Cab4All research to support truck cab reengineering to support all body sizes regardless of gender
- Established the National Waste & Recycling Foundation

CHAMPIONING SUSTAINABILITY

- Funded staff resources focused on litigation regarding Greenhouse Gas Reporting Program /AP-42

STRENGTHENED CRISIS MANAGEMENT

- Coordinated and executed communications strategy as local issues arise
 - Successful outcomes in Fairfax, VA, and Greenville, SC.
- Public education campaign on battery safety

EMPOWERING ADVOCACY EFFORTS

- Lead opposition to bottle bill legislation
- Coordinated fact-driven resistance to franchising and annexation threats (local level)
- Supported push back on local overreach via PR and policy campaigns
- Produced numerous comment letters on tariffs, landfill methane rules, EPA renewable fuel standards, etc.
- Facilitated tour of a member MRF for 25 Congressional Chiefs of Staff
- CERCLA
 - Supported the staff resources focused on CERCLA litigation
 - Developed fact sheet in response to EPA request for industry data
 - Developed white paper on CERCLA alternatives
 - Conducted Congressional briefing on PFAS
- Produced a bottle bill report evaluating the amount and use of escheats
- Worked with outside counsel to develop a checklist for members to prepare for an ICE visit

- Produced NWRA battery policy position
- Updated the NWRA packaging EPR position
- Facilitated the HWI advocacy on tunnel access for medical waste vehicles
- CO Landfill Methane Rule
 - Provided testimony at hearing
 - Submitted comments & rebuttal
- Developed a battery EPR model bill
- Produced and submitted comments to the EPA Renewable Fuel Standards Set 2 jointly with the RNG Coalition
- Submitted joint MSW white paper comments to EPA, with SWANA

ENHANCING SAFETY STANDARDS

- Updated the Guide for Establishing Lithium Ion Battery Practices at Material Recovery Facilities
- Produced hanging wire safety infographic and visor cards
- Supported testimony on behalf of the industry
 - OSHA Emergency Response
 - OSHA Heat Standard
- Facilitated regulatory agency meetings
 - FMCSA, OSHA, NHTSA
- Funded two FOCUS Cohorts on Safety Training
- Funded University of South Carolina Fatality Project
 - 20-year review of the history on fatalities in the industry to determine cause
- Supporting the ELDT partnership with National Propane Gas Association
 - ACES CDL Training Program
- Published Z245.23 standard on Uncontrolled Public Access Compactors
- Joined the ISO standard on Waste and Recycling

ADVANCING INDUSTRY LEADERSHIP

- Raised NWRA's voice with key coalitions
- Supported meetings with new administration transition team
- Provided staff support to proactively improve media engagement
- Helped ensure NWRA has a seat at the regulatory table with membership of Main Street Republicans the EGC New Democrats

WHAT WE WILL DO TOGETHER IN 2026

Looking ahead, sponsor support will enable NWRA to:

Support Public Education

The national Woodsy Owl “Skip the Bin! Turn Your Batteries In!” PSA campaign will expand from 2025 test markets to a nationwide launch, engaging millions of Americans on battery safety.

Advance Industry Leadership

NWRA will leverage its relationships with local, state, and federal authorities to position itself as the voice of the industry, supporting proactive campaigns, including micro-websites and targeted social media, to shape regulation and legislation on key issues such as battery EPR, fees, CERCLA PFAS, emissions, and other critical member concerns.

Empower Advocacy Efforts

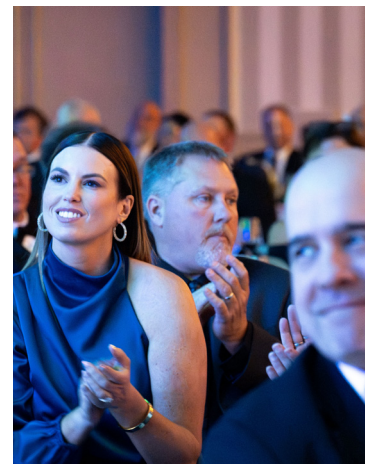
NWRA will raise member and customer awareness through a targeted communications strategy featuring the Woodsy Owl PSAs, “Skip the Bin – Turn Your Batteries In” and “Recycling is Real,” to keep batteries out of the waste and recycling stream, and revitalizing the NWRA website to provide stronger resources and a clear, consistent voice for the industry.

Enhance Safety Standards

NWRA will broaden data-driven safety programs and initiatives to move the industry off the Top Ten Most Dangerous Occupations list by supporting training, advancing cutting-edge safety protocols, and expanding education efforts like the Focus Program, while proactively engaging with the Bureau of Labor Statistics and other authorities to ensure recognition of the industry's essential service role.

The Value of Partnership

Sponsors of NWRA are not simply supporters, they are **partners in advancing the future of waste and recycling**. Your contributions help ensure our industry has the tools, visibility, and leadership required to thrive in an era of rising expectations and rapid change. Together, we will build on the momentum of 2025 and deliver an even greater impact in 2026.





NATIONAL EVENTS

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

- More than 6,000 individuals 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 events and NWRA website traffic, displaying your support for the industry.



Industry Conference January 19 - 21 | San Diego

NWRA's annual gathering of the Boards of Trustee and Governors, major standing committees, HWI, Safety & Standards, and the 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. Additionally, we will recognize the winners of our Recycling Awards and our Chapter Leadership Awards.



Healthcare Waste Institute (HWI) Winter/Fall | 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.



Waste Leadership Summit

June 8 - 10, 2026 | Washington, D.C.

Beginning in 2026, NWRA and Informa will introduce a new event, the Waste Leadership Summit, focused on education, relationship-building, and leadership development.



Annual Awards Gala

June 10, 2026 | Washington, D.C.

NWRA's Annual Awards Gala is *the* event that celebrates our industry and recognizes our 2026 Driver of the Year, Operator of the Year, and Hall of Fame honorees.



FILA Fall Meeting

Fall | TBD

FILA hosts a fall event annually with every other year at an international destination. In 2025, the event was held in Quebec, Canada. It will be held in the U.S. in 2026.



Women's Council Fall Leadership Conference

November 2 - 4 | Seattle

This annual Women's Council Leadership Conference is a "must attend" event for Council 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.



Safety and Standards Fall Meeting

Fall | 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 Trustees and Services/ Suppliers Board of Governors Meeting

Fall | TBD

Supports the Board of Trustees and Services and Suppliers Board of Governors Meetings to discuss the important issues impacting the industry in preparation for the upcoming legislative season and provides an opportunity to network.

ANNUAL SPONSORSHIP LEVELS

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

Sponsorships Include*	T	P	G	S
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				
Mention in event press release from NWRA				
Logo on NWRA website clicks through on webpage of your choice				
Opportunity to feature a promotional video at national events				
Tabletop at any national event when available				