National Waste & Recycling Association®

Collect
Recycle
Innovate



2027 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.

Collect Recycle Innovate
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YOUR SPONSORSHIP DOLLARS IN ACTION IN 2026

ENGAGEMENT

- **Elevated Industry Visibility and Strengthened NWRA's Voice:** Secured 65 earned media placements representing more than 462.7 million potential monthly views. These efforts amplified the industry's leadership on critical safety issues and reinforced NWRA's position as a trusted national voice.

- **Launched a National Public Safety Campaign to Address Battery Fire Risks:** Expanded the award-winning Skip the Bin! Turn Your Batteries In! campaign nationwide, bringing together more than 35 partners and supporting over 45 events and 10 industry conferences. These efforts engaged an estimated 78,000 people and collected more than 35,000 pounds of batteries, helping address one of the industry's growing operational safety challenges.

- **Reached Millions of Americans Through Targeted Public Education:** Generated more than 7.4 million social media impressions and 20,800 engagements, while driving approximately 275,000 website visits through September. More than 21,000 people interacted with the battery turn-in locator, helping consumers identify appropriate battery disposal options and reduce risks to collection workers and facilities.

- **Demonstrated Measurable Progress in Changing Consumer Behavior:** Independent research confirmed significant increases in campaign awareness and encouraging behavioral differences among those exposed to its messaging. Campaign-aware adults were nearly twice as likely to report taking batteries to designated collection locations, demonstrating the potential for NWRA's public education investments to improve safety outcomes.

- **Strengthened the Industry's Reputation Through Strategic Partnerships:** Expanded collaboration with government agencies, industry organizations, manufacturers, and community partners, including MOUs with SWANA and The Battery Network. These partnerships extended NWRA's reach beyond traditional industry audiences, positioning members as proactive leaders in environmental stewardship, worker safety, and community education.

TURNING RESEARCH INTO MEMBER RESOURCES

- **Published New Industry Resources:** NWRA's resource library added materials in 2026 addressing hospital, medical and infectious waste incineration; truck-emissions regulations; and lithium-battery issues.

- **Connected Knowledge to Action:** The new materials give members research, regulatory information, and practical resources to help address emerging operational and policy challenges.

RECOGNIZING AND DEVELOPING INDUSTRY TALENT

- **Industry Recognition:** NWRA will award the Rising Star Award, Technician of the Year Award alongside the Driver of the Year and Operator of the Year honors.

- **Elevated the People Behind Safe Operations:** Recognize emerging frontline professionals and technicians whose expertise supports safe, reliable industry operations.

ENHANCING SAFETY AND STANDARDS

- **Development of Industry-Focused Subcommittee:** NWRA advanced development of an industry-focused Serious Injury and Fatality Prevention Subcommittee, bringing safety leaders together around critical risks, controls, and practical safety approaches.

- **Propelling ANS Z245 Safety Standards Forward:** NWRA continued leadership in ANS Z245 safety standards, including standards review involving balers and compactors, while representing U.S. waste and recycling interests internationally through ISO TC 297.

- **FOCUS on Fleet Safety:** NWRA continued FOCUS on Fleet Safety, a free biannual cohort program using tools, templates, coaching, and peer learning to help participating fleets identify safety priorities and measurable leading indicators.

ADVOCATING FOR THE INDUSTRY

- **Advanced Federal Priorities on Capitol Hill:** NWRA brought members to Washington, D.C., for its 2026 Legislative Fly-In, focusing congressional engagement on CERCLA/PFAS passive-receiver protections, battery labeling and safety, and federal tax treatment of power take-off fuel use.

- **Protected Members on Consequential Regulatory Issues:** NWRA engaged on federal and state policies affecting PFAS, landfill emissions, heavy-duty vehicles, recycling markets, and other operational priorities, bringing industry data and practical operating experience into the policy process.

- **Delivered State and Local Advocacy Results:** NWRA helped secure favorable outcomes on issues ranging from franchising and battery stewardship to emissions, recycling, fees, and other state and local proposals affecting members.

- **Defended Passive Receivers on PFAS:** NWRA advanced federal advocacy and regulatory engagement to protect landfills and other essential waste-management facilities from inappropriate PFAS liability and downstream costs for chemicals they did not manufacture or introduce into commerce.

- **Advocated for Stronger Domestic Recycling Markets:** NWRA elevated threats to U.S. recycling capacity and worked with policymakers on trade and market conditions affecting recycled materials and domestic recycling infrastructure.

BUILDING INDUSTRY COMMUNITY

- **Created the Hispanic Waste & Recycling Alliance:** NWRA and the Hispanic Waste & Recycling Alliance advanced HWRA's membership structure, committees, leadership, and professional-development initiatives in 2026, creating additional opportunities for industry engagement and leadership development.

WHAT WE WILL DO TOGETHER IN 2027

Looking ahead, sponsor support will enable NWRA to build on 2026's momentum and expand the industry's impact in 2027.

NATIONAL BATTERY SAFETY CAMPAIGN

The Skip the Bin! Turn Your Batteries In! campaign will expand its national reach through increased media outreach, strategic partnerships, community engagement, and targeted education initiatives, including K–5 school pilot programs. The campaign will continue building public awareness about battery fire risks, encouraging safe battery handling and proper disposal, and driving measurable behavior change to protect workers, communities, and the environment.

ADVANCE SAFER WORKPLACES

Support training, safety education, practical tools, and standards work that help members strengthen safe operations and address evolving risks across the waste and recycling industry.

SHAPE THE STANDARDS THAT SHAPE OUR INDUSTRY

Sustain NWRA's leadership in the development of safety and operational standards so the industry's perspective remains represented as equipment, technology, and workplace practices evolve.

TURN KNOWLEDGE INTO ACTION

Continue producing research, regulatory information, safety guidance, and member tools that translate emerging issues into practical industry action.

STRENGTHEN THE INDUSTRY'S VOICE

Use NWRA's national platform to educate policymakers, media, members, and the public about the essential role of the waste and recycling industry.

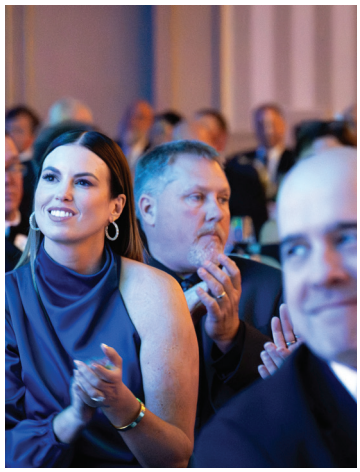
The Value of Partnership

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 2026 and deliver an even greater impact in 2027.














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 18 - 21 | Nashville

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)

January 21 | Nashville

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 3 | Las Vegas

NWRA's Annual Awards Gala is ***the*** event that celebrates our industry and recognizes our 2027 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 2026, the event was held in Louisville, KY.

Women's Council Fall Leadership Conference

November 8 - 10 | TBD

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				
State of Waste & Recycling review up to 2x/year by NWRA CEO				