



ICAW 2017
May 7 – 13, 2017
Sponsorship Packages

Theme: Compost! Healthy Soil, Healthy Food

\$5,000 - Premier Sponsor limited to 3

- 10% would be contributed to the development of the “Compost Story” video
- would receive on copy of the video
- logo on poster
- logo/link on CCREF website for 12 months
- logo on USCC/CCREF conference materials as Premier Sponsor
- logo on ICAW signage at USCC conference (located at ICAW/CCREF booth)
- 7 unique, individual mentions on social media
- 100 copies of ICAW poster

\$2,500 – Elite Sponsor - Unlimited

- 10% would be contributed to the development of the “Compost Story” video
- would receive on copy of the video
- logo on poster
- logo/link on CCREF website for 6 months
- logo on USCC/CCREF conference materials as Elite sponsor
- 5 unique, individual mentions on social media
- 50 copies of ICAW poster

\$1,250 - Unlimited

- logo on poster and link/website
- logo USCC/CCREF conference materials as an ICAW sponsor
- 3 unique, individual mentions on social media
- 50 copies of ICAW poster

\$750 - Nonprofit Rate

- logo on poster and link/website
- 3 unique, individual mentions on social media
- organization literature at ICAW/CCREF booth at the USCC's Annual Conference
- 50 copies of ICAW poster

To become an ICAW sponsor or for more information, contact Beth Simone, bethsimone@compostfoundation.org or 301-897-2715 ext. 5

Picture from Finian's write up

"The Compost Story"

The Compost Council's Research and Education Foundation (CCREF) is working with Kiss the Ground (a California 501(c)(3) nonprofit), USCC, CA ASP, Kellogg Garden Products, and UCCE to produce a three-minute video, "The Compost Story". The video will tell the critical story of how compost cleans our water, grows our food and sequesters carbon in soils to combat climate change.

There is a growing need for awareness of how our planet works and the positive role that humans can play in our natural systems. Depending on where you live anywhere from 30 to 50 percent of what is disposed of in a landfill is organics waste from households and commercial sources. If you include the industrial generators of food scraps, untreated animal manures and biosolids that figure can be even higher.

The Compost Story will build on a previous film "The Soil Story" which shared the role that building healthy soil plays in balancing our carbon cycle by pulling excess CO2 back into the ground. The Compost Story will show:

- How compost can be a tool for carbon sequestration to fight climate change;
- The new science around the ability of compost to jumpstart the rebuilding degraded soils;
- How much greenhouse gas (methane) can be reduced by composting organic materials instead of putting them into the landfill; and
- How compost creates healthy soils requiring much less water and fertilizer.

We need your help in spreading this story. It is the hope of the CCREF and its partners that "The Compost Story" will inspire participation of composting in urban and farming communities alike, motivating people from all backgrounds to learn how simple and rewarding composting can be. People can take part in the restoring their yards, gardens, farms, and ranches by using compost and in the process fight drought and climate change. The website and additional assets will allow individuals, cities and businesses to connect and become involved in local composting efforts.

We have too much "waste", and we need more composting! As local governments and business across the nation work to face the management challenges of these materials, composting being recognized a simple, safe and environmentally sound solution. The time is ripe place this little known, but long practiced solution front and center.

Sponsorship Opportunities

\$10,000 – Executive Producer Credit

- Listed as an Executive Producer in the credits and display logo
- would receive on copy of the video
- logo/link on CCREF website for 12 months
- logo on USCC/CCREF conference materials as Premier Sponsor
- logo on ICAW signage at USCC conference (located at ICAW/CCREF booth)
- 7 unique, individual mentions on social media (Facebook)

\$5,000 – Funder Credit

- "in association with" credit on video and logo inclusion
- logo/link on CCREF website for 6 months
- logo on USCC/CCREF conference materials as Elite sponsor
- 5 unique, individual mentions on social media (Facebook)

\$2,500 - Unlimited

- logo on promotional material
- logo/link on CCREF website for 3 months

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