

Sponsorship Options

The Ohio Valley Project

Options

1. Eco-Advocate
2. Employee Program
3. Community Sponsor
4. Lead Sponsor

Eco-Advocate

Opportunity to participate and help drive a million actions by Earth Month

Goal: Increase participants and expand support while creating avenues for employee/customer involvement

Eco-Advocate

myActions Support includes:

- Support from myActions in communicating with your audience to drive action
- Opportunity to promote to your audience, customers and employees and start a team to compete
- Communication toolkit to engage your team/audience to participate and take action

Arctic Action Teams support includes:

- Arctic Action Teams Website
- Community Collaboration
- Summits
- Founders Awards

Employee Sponsor/Pilot

\$15,000 – 1 Month

Goals: Employee engagement,
support for program, new
participants and measured
employee sustainability
impact

Employee Sponsor/Pilot

\$15,000 – 1 Month

Inclusions:

1. Custom employee engagement 1 month program/pilot that ladders up to Arctic Action Teams' One Million Actions for Planet Earth:
 - a. Design, development and management of myActions employee challenge
 - b. Customized version of the myActions platform with your company's logos, colors and branding
 - c. Special actions and campaigns developed for your employees to maximize impact in your unique environment
 - d. Branded content on site (videos, infographics, etc.)
 - e. Measure your employees' impact

Employee Sponsor/Pilot

\$15,000 – 1 Month

Inclusions continued:

2. Public recognition in the community that your employees have signed on and support myActions-AAT Ohio Valley Project, helping create a million green actions by Earth Day
3. Partner Page on the AAT-Ohio Valley myActions.org site that includes logo, overview and modules to share content (videos, static content, quizzes, infographics)
4. Inclusions in press release and press events in your community

Employee Sponsor/Pilot \$15,000 – 1 Month

myActions for NET IMPACT Sign In

**SMALL STEPS
BIG WINS**
Campus Challenge

What's your action?

ENVIRONMENT
SOCIAL ISSUES
LEADERSHIP

IS YOUR SCHOOL
LEADING THE WAY?

Recent Actions

Ana E. is speaking up for not texting while driving because I have heard horrible stories.

30 7 Comment ★ Thanks! Cool

Juan H. is speaking up for not texting while driving because people shouldn't text and drive

30 7 Comment ★ Thanks! Cool

Tiffany T. says thanks!

Join Your School

First Name Last Name

Email

Password Password

School (enter name and select from list)

Example branded landing page

Chelsea A.
SSBW Mentors
Support U.
Supporting Assoc of Zoos & Aquariums
Conservation Fund

[+ Follow](#)

[Send message](#)

[Email](#)

Points	Social Strength	Raised	Saved	Reduced
1,780	173	\$32.00	\$27.77	90 lbs of CO2

Photos		Badges	
12		14	
Actions		Teams	
103		3	
Heroics		Followers	
16		2	
Cards		Following	
14		0	

How I Compare With Chelsea A.

Metric	Me	Chelsea A.
Points	0	1,780
Social Strength	0	173
Raised	\$0	\$32
Saved	\$0	\$28
Reduced CO2	0	90

User Impact Page

Community Sponsor \$30,000 – 3 Months

- Goals: Consumer engagement, community and recognition, new participants and measured consumer sustainability impact

Sponsor \$30,000 – 3 Months

Inclusions:

1. Sponsorship recognition as supporter/funder of your zoo's/community's scholarship to participate and lead in Arctic Action Teams' One Million Actions for Planet Earth (in PR, on website, at zoo and via email and social media)
2. Homepage recognition the AAT-Ohio Valley myActions.org in your community/market
3. 3 sponsored individual actions

Sponsor \$30,000 – 3 Months

Inclusions continued:


4. Sponsored content on sponsored action pages and rotated on home page (infographic, video, interactive flash unit)
5. Partner Page on the AAT-Ohio Valley myActions.org site that includes logo, overview and modules to share content (videos, static content, quizzes, infographics)
6. Inclusion in press releases and press events in your community

Community Sponsor \$30,000 – 3 Months

Example sponsored action and content

New Action

Sponsored by *The Coca-Cola Company*

 **I'm recycling** +10

1 beverage bottle(s)

More about this action...

I'm doing this a little more than usual

Photo Choose File no file selected Preview

Share with All

Create

Learn More

OUR 2020 ENVIRONMENTAL GOALS

At Coca-Cola, we are dedicated to contributing to a healthier, happier world. That's why we're expanding our global commitments in:

- WATER STEWARDSHIP
- ENERGY AND CLIMATE
- PACKAGING
- AGRICULTURE

WATER STEWARDSHIP

Goals: Improve water efficiency by 35%. Help ensure healthy, resilient freshwater ecosystems through conservation efforts with World Wildlife Fund in 11 key regions across the continent. Replenish 100% of the water we use.

OUR SYSTEM HAS INVESTED \$1B+ over the past decade in our wastewater treatment initiatives

Our water use efficiency has improved by **10%**

98% of our facilities are aligned with our wastewater standards

4.6 billion gallons of water conserved

100+ countries

1.8M+ people

ENERGY AND CLIMATE

Goal: Reduce CO₂ emissions embedded in the drink in your hand by 25% through our entire value chain.

placed 800,000 NFC-free coolers in the marketplace

Operate the largest beverage distribution fleet in North America, reducing fuel consumption by **30%**

Improved our energy efficiency by **40%** since 2000

Improved our global operations by **18%** since 2004

The Coca-Cola Company

At Coca-Cola, we are focused on initiatives that expand access to recycling and increase participation. Since 2008, we have placed more than 180,000 recycle bins in North America to help further advance recycling in communities. Through redesigning the way we work and live, we consider sustainability as part of everything we do. As we act with an eye toward future generations, we will focus on driving business growth and creating a more sustainable world.

Lead Sponsor

\$70,000 – 3 Months

- Goals: Consumer & employee engagement, community support and recognition, new participants and measured consumer & employee sustainability impact

Lead Sponsor

\$70,000 – 3 Months

Inclusions:

1. Sponsorship recognition as lead supporter/funder of your zoo's/community's scholarship to participate (in PR, on website, at zoo and via email and social media)
2. Lead homepage recognition on the AAT-Ohio Valley myActions.org site across Ohio Valley – all 7 markets
3. 6 sponsored individual actions in all 7 markets*
4. 1 sponsored group re-action challenge with prize

Lead Sponsor

\$70,000 – 3 Months

Inclusions continued:

5. Sponsored content on sponsored action pages and rotated on home page (infographic, video, interactive flash unit)
6. Partner Page on the AAT-Ohio Valley myActions.org site that includes logo, overview and modules to share content (videos, static content, quizzes, infographics)
7. Inclusion in press releases and press across all 7 Ohio Valley markets as lead sponsor
8. + all inclusions from employee sponsorship

Lead Sponsor \$70,000 – 3 Months

The screenshot displays the myActions website interface. At the top left, it features the 'SMALL STEPS BIG WINS Campus Challenge' banner. To the right, a summary box shows 'My School' ranking #16, 'Raised' \$168.50, 'Reduced' 2,118 lbs of CO2, and 'Actions' of 563. Below this is a 'Create Action' section with icons for 'Save Energy', 'Reduce', 'Help Others', and 'Learn & Lead', along with a 'Featured Action' for 'Biking'. The main 'Action Feed' is filtered by 'My Feed' and lists three actions: Katherine L. washing in cold water, Thomas L. eating vegetarian for breakfast, and Amanda G. donating food to a Thanksgiving Food Drive. On the right side, a user profile for 'Bridget C.' shows 60 points, 29 social strength, and 4 actions. Below the profile is a 'November Challenge' section with 3 of 21 actions. Further down are 'Popular Recent Photos' and 'Sponsored Actions' including 'Not Texting While Driving' (sponsored by AT&T), 'Recycling Beverage Bottle' (sponsored by The Coca-Cola Company), and 'Recycling Aluminum' (sponsored by Alcoa Foundation). At the bottom right, the 'Sponsors' section features logos for 'ALCOA FOUNDATION' and 'NEWMAN'S OWN FOUNDATION'. Two green arrows point to the 'Recycling Beverage Bottle' and 'ALCOA FOUNDATION' sponsor entries.

Example lead sponsor placements on home page

Level	Employee Sponsorship \$10,000 – 1 month	Community Sponsor \$30,000 – 3 months	Lead Sponsor – \$70,000 – 3 months
Exposure	<ul style="list-style-type: none"> Design, Development and management of private employee site Partner page on Ohio Valley site 	<ul style="list-style-type: none"> Rotating homepage recognition Partner page Recognition on one action page 	<ul style="list-style-type: none"> Static and rotating homepage placement Partner Page Recognition on 6 action pages
# of communities	<ul style="list-style-type: none"> Employees only 	<ul style="list-style-type: none"> 1 market (Akron, Louisville, Cincinnati, Cleveland, Toledo, Pittsburgh or Columbus) 	All 7 markets (Akron, Louisville, Cincinnati, Cleveland, Toledo, Pittsburgh and Columbus)
Special campaigns	<ul style="list-style-type: none"> Custom actions for employees Custom content for employees 	<ul style="list-style-type: none"> 1 sponsored action (relevant to your business) 	<ul style="list-style-type: none"> 6 sponsored actions 1 group challenge
PR	n/a	<ul style="list-style-type: none"> Inclusion in press release and press events in 1 market 	Inclusion in press release and press events in all 7 markets
Analytics	<ul style="list-style-type: none"> Monthly dashboard on impact, social and participation metrics of employees 	<ul style="list-style-type: none"> Monthly dashboard on impact, social and participation metrics 	Monthly dashboard on impact, social and participation metrics – custom views and metrics available

Appendix

Sponsored Individual Action Description and Example

Sponsors can support an action, as seen below. For example, a user recycles a beverage bottle, which is a sponsored action. When the user takes that action it goes through to the action page (very popular/active pages) where the user records the action and they see 'Sponsored by XXX.' The sponsor will get space on the right (see below) for company info and a piece of content (video, infographic, etc.)

The screenshot shows the 'New Action' page in the myActions app. The action is titled 'I'm recycling' and is sponsored by 'The Coca-Cola Company'. The user has entered '1 beverage bottle(s)' and a '+10' badge is visible. Below the action details, there are options to 'More about this action...', 'I'm doing this a little more than usual', 'Photo' (with a 'Choose File' button and 'no file selected' text), and 'Share with' (set to 'All'). A 'Create' button is at the bottom.

The sidebar on the right, titled 'Learn More', features the Coca-Cola logo and 'OUR 2020 ENVIRONMENTAL GOALS'. It lists three goal areas: 'WATER STEWARDSHIP', 'ENERGY AND CLIMATE', and 'WASTE REDUCTION'. Each area includes an infographic with statistics: 'Invested \$1B+' for water, '98%' for energy, and '43B' for waste. Below the sidebar is a section for 'The Coca-Cola Company' with a paragraph of text about their sustainability initiatives.

Sponsor call out

Sponsored content (infographic, video, static content etc.)

Company sustainability info

Sponsored Challenge Description and Examples

These are sponsored sub-challenges promoted to members by their team leader, on the home page and via email. These can be started by a user or by using myActions re-action cards. These sponsored challenges drive social cooperation and participation, getting more viral visibility for the sponsor.

For example:

- If 5000 people took an action at a sponsor retailer (i.e. Kroger) in the Ohio Valley, Kroger would give a special coupon or prize to everyone who took and shared the actions. Actions could include recycling in-store, bringing reusable bags, making greener product choices, carpooling etc.
- If 1000 people take an action to reduce water usage in the bathroom over “x” period, Dove would match the total donation earned to date.

Thank You!