

BENEFACTOR MEMBERSHIP

\$10,000 ANNUALLY

ABOUT THE PROGRAM

WasteCap's members make up a network of professional, sustainability-minded companies. The membership program provides more than a community, though. It offers exposure through sponsorship, marketing and event opportunities.

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MEMBERSHIP FEES ARE TAX-DEDUCTIBLE.

BENEFACTOR MEMBERSHIP BENEFITS INCLUDE:

- Member recommended as the preferred client resource. Based on client needs, Benefactor level members will be recommended first.
- 10% off one waste audit. This will be coordinated with Justin Farrell, project manager.
- 10% off one C&D waste management project. This will be coordinated with Justin Farrell, project manager.
- Free employee enrollment in WasteCap's retail store loyalty program.
- Company logo printed in WasteCap's Sustainable Resource Directory Books of WI.
- Hyperlinked company logo featured on WasteCap's *Member Page*.
- Full page ad printed in both Sustainable Resource Directory books of Wisconsin.
- Up to six press releases authored, promoted and distributed by WasteCap.
- Member logo featured in WasteCap's annual video that is played at Emerald Evening and is posted to all social media.
- Marketing materials of choice included in Emerald Evening "Goodie Bag." The "Goodie Bag" is the only item distributed to all Emerald Evening attendees.
- "Shout-out" via Facebook Live at WasteCap events. If your company is in attendance or is a sponsor at an event, WasteCap will give you a cameo.
- 25% off all event sponsorship opportunities.
- Free admission for company employees to WasteCap forums. Company attendees must pre-register or will be charged at the door.
- Six complimentary Emerald Evening tickets.
- Complimentary Emerald Evening sponsorship. This includes a sponsorship at the Gold level. Additional sponsorships may be purchased for 25% off.
- Preferential speaking opportunities at WasteCap forums.
- Presenting sponsor at WasteCap event excluding Emerald Evening. Members may be a presenting sponsor at one WasteCap forum or at two smaller warehouse events such as the quarterly DIY events and warehouse happy hour.
- Two Tweet Chats hosted by WasteCap. Tweet Chats are planned Q&A's between your company, WasteCap and each organization's followers. WasteCap will publicize the Tweet Chat and work with the member to create questions.
- Planned social media promotion. This includes posting press releases, blog posts or other articles featuring the member company as well as retweets.
- One blog post on a topic of your choice where member acts as subject matter expert. This post will be authored by WasteCap and requires a 2 month notice.
- One blog post featuring the member. This post will be sustainability focused and requires a two month notice. WasteCap will publicize the post on all social media and include it in its monthly newsletter.
- Up to six accomplishments featured within the *Client News* section of WasteCap's monthly newsletter. This newsletter is circulated to over 2,500 active readers.
- Three member chosen articles featured in the *Industry News* section of WasteCap's monthly newsletter. Unless specifically requested, the three blog posts will be chosen.