



KEEP AMERICA BEAUTIFUL AFFILIATE

2023-2024

PARTNERSHIP PACKAGE



# KEEP PASCO BEAUTIFUL

## OUR MISSION

Our Mission is to improve Pasco County by engaging the community in sustainable efforts to reduce litter, promote waste reduction, and encourage beautification.

## ABOUT US

Since 1992, Keep Pasco Beautiful (then, Keep Pasco Clean and Green) has facilitated service events and programs for Pasco County residents of all ages. Keep Pasco Beautiful, Inc. is a 501(c)3 nonprofit environmental organization. We are a community coalition of volunteers from the public and private sectors, including government, education, business, industry, civic groups and individuals.

## OUR FOUR FOCAL AREAS

LITTER  
PREVENTION



WASTE  
REDUCTION



SUSTAINABLE  
PRACTICES



BEAUTIFICATION  
& COMMUNITY  
GREENING



# ANNUAL EVENTS

**Annual Cleanups** bring the Pasco community together, promoting shared community responsibility by picking up litter.

- **The Great American Cleanup** is always held on the first Saturday in March, and is a partnership with Keep America Beautiful. In 2023, 780 people volunteered at 43 locations throughout Pasco County for 2,081 hours and picked up 14.48 tons of trash.
- **The Keep Pasco Beautiful Cleanup** is a partnership with Ocean Conservancy that takes place on the third Saturday in September. The 2022 cleanup had 1,268 volunteers that worked for 3,512 hours at 40 locations throughout Pasco County, picking up 23.3 tons of trash.

**Community Events** bring all ages together to celebrate the environment.

- **Arbor Day** is an event held on Florida Arbor Day, which is the third Friday in January. We celebrate trees by doing an outreach and education event addressing topics such as Florida Friendly and Florida Native, right tree right place and pollinator plants.
- **Pasco County Earth Day** has been celebrated on the fourth Saturday in April for over 25 years at Crews Lake Park in Shady Hills. There are numerous educational vendors who attend to promote sustainability and teach all ages what they can do to have a positive impact on our planet.
- **Trick or Treat Downtown NPR** is an amazing family event that is fun for all and always occurs on the evening of Halloween Day, October 31<sup>st</sup>. By participating you are contributing to community spirit, which is a crucial step towards social sustainability.

# EDUCATION & OUTREACH

Keep Pasco Beautiful also promotes community engagement through outreach and educational programs.

## Monofilament Education & Recovery

- KPB has monofilament collection tubes that it maintains through multiple locations around Pasco County.
- Discarded monofilament lines can present serious environmental problems. These lines are extremely difficult to spot when submerged in water. Fish, birds, and other marine life can easily become entangled, causing starvation, amputation, and death. Ingestion is also a serious threat to wildlife. We partner with Covanta Pasco to ensure that it is properly disposed of. By processing the monofilament locally we are able to lower the carbon footprint of the program.

## World Ocean Day

- The United Nations marks World Ocean Day on June 8th. It is an opportunity to celebrate the importance of the ocean - and to better understand how to interact with it in a sustainable manner.
- Eight million metric tons of plastic go into the ocean EVERY year. In Florida, the greatest source of water pollution is stormwater. This condition originates from rainwater after it hits the ground. Stormwater runoff picks up waste and debris as it flows across the roads and land, carrying pollutants into our waterways. Living in paradise comes with the added responsibility to protect our waters. Every year, KPB works on doing a World Ocean Day outreach campaign to educate the community on the sustainable use of our resources, emphasizing the importance of proper disposal of trash to help minimize the pollution in our waters.

# SUPPORT

Keep Pasco Beautiful makes a powerful impact through the support provided by our sponsors, donors, and community. Our continued efforts will benefit individuals, businesses, and the environment around us. We would love you to partner with us!

## ANNUAL SPONSORSHIP OPPORTUNITIES

### TORTOISE SPONSOR—\$500

Your logo and a link to your website will be on KPB's website for one full year. You will also have your name on one of our cleanup shirts, and one social media post.



### ALLIGATOR SPONSOR—\$1000

You will have all the benefits under Tortoise Sponsorship, as well as your logo on one of our cleanup T-shirts!



### SPOONBILL SPONSOR—\$2500

You will have all the benefits under Alligator Sponsorship, and you get to have your logo on both cleanup T-shirts! Additionally, you can have a booth at in-person events. Signage provided by the business at events.



### MANATEE SPONSOR—\$5000

You will have all the benefits that a Spoonbill Sponsor enjoys. You will also be on our promotional materials for the entire year, listed as a partner on press releases, and be recognized as a sponsor in our Partnership Package for the following year.



\*Our fiscal year runs from July 1 to June 30. For our annual sponsorship opportunities, we are considering the year starting in July, 2023 and ending in June, 2024.

# PRESENTING EVENT SPONSOR

Another opportunity to partner with Keep Pasco Beautiful to create a more sustainable community is to be the main sponsor of one of our events!

You will be recognized as the presenting sponsor of the event on our website, social media, and promotional materials. Additionally, in our cleanups, your recognition will last forever with your company name listed as presenting sponsor on the front of our comfy and fun t-shirts. Below are the five presenting event sponsorship opportunities available, all of which include the benefits under the Tortoise Sponsorship.

- The Great American Cleanup — \$2500
- Keep Pasco Beautiful Cleanup — \$5000
- Arbor Day — \$1000
- Earth Day — \$3000 **SOLD**
- Trick or Treat Downtown NPR — \$1000 **SOLD**



# 2022-2023 SPONSORS

These are some of our sponsors that have contributed to Keep Pasco Beautiful's mission!



Surf & Beach Preservation



SURFING'S EVOLUTION & PRESERVATION FOUNDATION



NEW PORT RICHEY



MCPHERSON & THOMAS, P.A.  
PERSONAL INJURY LAW



METTLER TOLEDO

# SPONSORSHIP REGISTRATION

**Company Name:**

**Contact Name:**

**Address:**

**City/State/Zip:**

**Phone:**

**Email:**

**Website:**

**Please select your option below:**

**Tortoise Sponsor—\$500**

**Alligator Sponsor—\$1000**

**Spoonbill Sponsor—\$2500**

**Manatee Sponsor—\$5000**

**The Great American Cleanup Presenting Sponsor— \$2500**

**Keep Pasco Beautiful Cleanup Presenting Sponsor— \$5000**

**Arbor Day Presenting Sponsor— \$1000**

**Earth Day Presenting Sponsor— \$3000**

**Trick or Treat Downtown NPR Presenting Sponsor— \$1000**

## **WE REALLY APPRECIATE YOUR SUPPORT!**

**Keep Pasco Beautiful is a 501(c)3. All donations are tax deductible.**



*Beautiful*

---

KEEP AMERICA BEAUTIFUL AFFILIATE

4454 GRAND BLVD

NEW PORT RICHEY, FL 34652

(727) 847-2411 ext. 1072

[INFO@KEEPPASCOBEAUTIFUL.ORG](mailto:INFO@KEEPPASCOBEAUTIFUL.ORG)

[WWW.KEEPPASCOBEAUTIFUL.ORG](http://WWW.KEEPPASCOBEAUTIFUL.ORG)

