



KEEP AMERICA BEAUTIFUL AFFILIATE

2024-2025

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 in partnership with Keep America Beautiful. In 2024, 1,002 people volunteered at 52 locations throughout Pasco County for a total of 3,449.5 hours, picking up 19.57 tons of trash.
- **The Keep Pasco Beautiful Cleanup** is a partnership with the Ocean Conservancy and takes place on the third Saturday in September. The 2023 cleanup had 1,564 volunteers who worked for 4,885 hours at 79 locations throughout Pasco County, picking up 18.52 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 organizing an outreach and education event addressing topics such as Florida-Friendly and Florida Native plants, right tree right place, and pollinator plants. We distributed 100 trees for Arbor Day in 2024 and had arborists on site to educate the public about local trees.
- **Pasco County Earth Day** has been celebrated on the fourth Saturday in April for 29 years at Crews Lake Park in Shady Hills. In 2024, the estimated attendance was 1,200 people. Numerous educational vendors attend our annual Earth Day event to promote sustainability and teach all ages what they can do to have a positive impact on our planet.

EDUCATION & OUTREACH

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

VolunTEEN Program

- The Keep Pasco Beautiful VolunTEEN Program is for middle and high school students interested in making a positive impact on the environment! VolunTEENS can jump into multiple hands-on volunteer opportunities throughout the year, such as litter cleanups, invasive plant removal, and other educational activities, all across Pasco County.

Monofilament Education & Recovery

- Keep Pasco Beautiful maintains monofilament collection tubes at multiple locations around Pasco County. Discarded monofilament lines can present serious environmental problems. These lines are extremely difficult to spot when submerged in water, and fish, birds, and other marine life can easily become entangled, causing starvation, amputation, and death. Ingestion is also a serious threat to wildlife. We contribute to saving local wildlife by assisting with the proper disposal of monofilament lines.

World Oceans Day

- The United Nations marks World Oceans Day on June 8th. It is an opportunity to celebrate the importance of the ocean and to better understand how to interact with it sustainably. Eight million metric tons of plastic enter the ocean every year. In Florida, the greatest source of water pollution is stormwater, which originates from rainwater after it hits the ground. Stormwater runoff picks up waste and debris as it flows across roads and land, carrying pollutants into our waterways. Living in paradise comes with the added responsibility to protect our waters. Every year, Keep Pasco Beautiful conducts a World Oceans 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 pollution in our waters. On June 8th, 2024, 82 volunteers helped pick up trash around the Anclote Gulf Park area, preventing 860 pounds of trash from entering our waters.

America Recycles Day

- America Recycles Day, a Keep America Beautiful national initiative, is the only nationally recognized day dedicated to promoting and celebrating recycling in the United States. Keep Pasco Beautiful celebrates this day annually with local initiatives to encourage waste reduction, recycling, and upcycling.

SUPPORT KPB

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 for you to partner with us!

ANNUAL PARTNERSHIP OPPORTUNITIES

TORTOISE SPONSOR—\$500

- You will receive a KPB window cling recognizing you as a Supporter of Keep Pasco Beautiful.
- Your logo and a link to your website will be on KPB's website for one full year.
- You will be recognized in our next year's partnership package.
- Your company's name will be listed on one of our cleanup shirts.



ALLIGATOR SPONSOR—\$1,000

- All benefits under Tortoise Sponsorship.
- Your logo on one of our cleanup T-shirts.



SPOONBILL SPONSOR—\$2,500

- All benefits under Alligator Sponsorship.
- Your logo on both cleanup T-shirts.
- You can have a booth at in-person events.



SUPPORT KPB

FLAMINGO SPONSOR—\$5,000

- All benefits under Spoonbill Sponsorship.
- Listed as a partner on press releases.
- Social media post thanking for the support.



MANATEE SPONSOR—\$7,500

- All benefits under Flamingo Sponsorship.
- Promotion of your company at our in-person events.



PANTHER SPONSOR—\$10,000

- All benefits under Manatee Sponsorship.
- Inclusion in KPB promotional materials for the entire year.



*Our fiscal year runs from July 1 to June 30. For our annual partnership opportunities, we are considering the year starting in July 2024 and ending in June 2025.

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 of your choice 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 three presenting event sponsorship opportunities available, all of which include the benefits under the Tortoise Sponsorship.

- The Great American Cleanup — \$5,000
- Keep Pasco Beautiful Cleanup — \$5,000 **SOLD**
- Earth Day — \$3,000 **SOLD**



KPB 2023/2024 PARTNERS

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



Surf & Beach Preservation



SPONSORSHIP REGISTRATION

Company Name:

Contact Name:

Address:

City/State/Zip:

Phone:

Email:

Website:

Please select your sponsorship option below.

- Tortoise Sponsor—\$500
- Alligator Sponsor—\$1,000
- Spoonbill Sponsor—\$2,500
- Flamingo Sponsor—\$5,000
- Manatee Sponsor—\$7,500
- Panther Sponsor—\$10,000
- The Great American Cleanup Presenting Sponsor— \$5,000
- Keep Pasco Beautiful Cleanup Presenting Sponsor— \$5,000
- Earth Day Presenting Sponsor— \$3,000

Please select your preferred payment option.

- Credit or Debit Card
- Check
- Electronic Transfer

WE REALLY APPRECIATE YOUR SUPPORT!

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



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