

Recycle Runway >>



Sponsor Recycle Runway in the Hartsfield-Jackson Atlanta International Airport

Praise for Recycle Runway

Your work on this exhibit was impeccable, we are proud to have sponsored such an innovative and well executed educational exhibit. We would like to consider sponsoring future displays."

- Regina Wheeler, Sponsor,
Los Alamos County

The Exhibit made me think about all the junk mail I get in the mail and where it ends up. It also gave me information on how to receive less in the mail."

- Dennis, Traveler

I have never seen the kids give so much attention to someone! Nancy was fantastic, the children couldn't believe it. She kept their interest by involving them. It was unbelievable to see what she could do with things we just normally throw away."

- Pat Bluett, Director,
Boys & Girls Club in Pittsburg, PA

Some people would just think: "a dress like this is just junk, who cares?" but these dresses are just amazing! Keep on R, R and R'n!"

Vinny, age 8

*Please contact Nancy Judd
at (505) 577-9712 for
details and questions.*



Above, **Nancy Judd**, principal of Recycle Runway, at a press conference at the Albuquerque International Airport with Mayor Martin Chavez, wearing the **Aluminum Drop Dress**, commissioned by Novelis Recycling in 2004.

The Recycle Runway Collection of glamorous recycled fashions will be installed throughout International Concourse E in the Atlanta Airport in the fall of 2010. The exhibition will be on display for one year. It will be seen by over **13.5 million people**.



Recycle Runway at the Phoenix International Airport, March - August 2010

Recycle Runway brings the message of environmental stewardship to millions of people in a fun, positive and chic venue !

Sponsoring the Recycle Runway Exhibition in the Atlanta Airport creates exposure for your organization. You will reach targeted demographics and provide environmental education to an international audience including youth groups in Atlanta.

Four sponsorship levels are available ranging from \$25,000 to \$500. See page two for the various benefits offered with each sponsorship.

>> Recycle Runway

Artist **Nancy Judd** transforms waste into elegant couture fashions and displays the Recycle Runway Collection in airport exhibitions around the nation to inspire people to reduce their carbon footprint.

Sponsored by organizations such as Coca-Cola, Target, Toyota and the Sierra Club, Ms. Judd has been featured on the front page of the *Wall Street Journal* and in media outlets around the world.

Visit **www.RecycleRunway.com** to see the full collection of recycled fashions and learn about our innovative environmental education initiatives.

Sponsorship Deadline: August 1, 2010.

Recycle Runway Exhibition Sponsorship Opportunities

>> Levels of Sponsorship

The Recycle Runway Exhibit will be installed in eight cases located throughout International Concourse E on either side of the restrooms down the length of the Concourse (see terminal map). Each case will feature Recycle Runway garments and will have a specific environmental message. Sponsorship levels are based upon the location and focus of each case. Below are descriptions of the various levels of sponsorship. *Ms. Judd is happy to adapt these sponsorships to meet your marketing goals!*

Cases 1 and 2 - \$25,000 each

Case 1 (7 feet long) is located next to Gate E27. Case 2 (8 feet long) is located across from Gate E11. Both of these cases are positioned in a high traffic area near the food court and will display one or two garments each. Sponsorship benefits include:

- **Choice of environmental message and specific garment(s) displayed in the case**
- Exclusive sponsorship of the case(s) you sponsor
- Four-inch logo and 50-word description of your environmental initiatives on a placard prominently located in the case
- Your name on a take-away exhibition brochure located next to the cases
- Inclusion in the international media outreach campaign associated with the exhibition
- A link to your website on the Atlanta exhibition web page on www.RecycleRunway.com
- Three youth presentations given in your name

Cases 3 and 4 - \$20,000 each

Case 3 (15 feet long) is located next to Gate E27. Case 4 (11 feet long) is located next to Gate E9. These are the largest cases in the exhibition. They will contain three garments each and are located in a high traffic area near the food court. Sponsorship benefits include:

- Exclusive sponsorship of the case(s) you sponsor
- Four-inch logo and 50-word description of your environmental initiatives on a placard prominently located in the case
- Your name on a take-away exhibition brochure located next to the cases
- Inclusion in the international media outreach campaign associated with the exhibition
- A link to your website on the Atlanta exhibition webpage on www.RecycleRunway.com
- Two youth presentations given in your name in the Atlanta Region

Cases 5, 6 and 7 - \$15,000 each

Each of these cases is 9.9 feet long. They are located next to Gates E8 and E32 near the ends of the concourse. They will contain two garments each. Sponsorship benefits include:

- Exclusive sponsorship of the case(s) you sponsor
- Four-inch logo and 50-word description of your environmental initiatives on a placard prominently located in the case
- Your name on the take-away exhibition brochure located next to the cases
- Inclusion in the international media outreach campaign associated with the exhibition
- A link to your website on the Atlanta exhibition web page on www.RecycleRunway.com
- One youth presentations given in your name in the Atlanta Region

Case 8 - \$500

Case 8 (9 feet long) is located next to Gate E32 near the end of the concourse. It will contain two Recycle Runway garments, and will list all of the "Green Partners". This sponsorship is for non-profits, government agencies, small businesses, and individuals that want to participate with the Recycle Runway exhibit. Sponsorship benefits include:

- Your name and a 25-word description of your environmental program listed on a placard with the other Green Partners in the case
- A link to your website on the Atlanta exhibition web page on www.RecycleRunway.com

