

# Recycle Runway >>

showcasing your organization as an environmental leader in Atlanta

## 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.*

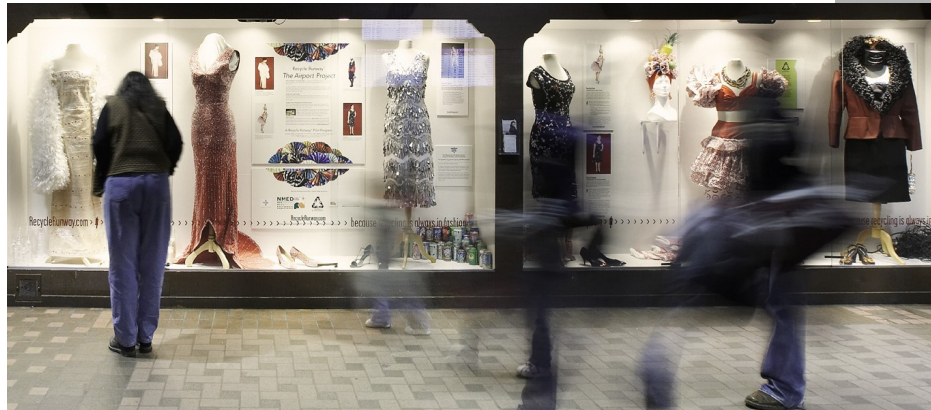


Above, **Nancy Judd**, principal of Recycle Runway, at a press conference at the Albuquerque International Airport with Mayor Martin Chavez, wearing the **Aluminum Drop Dress**, commissioned by Novelis Recycling in 2004.

## >> 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. Sponsoring these dynamic exhibits will position your organization as an environmental leader in the eyes of millions of travelers worldwide.

Visit [www.RecycleRunway.com](http://www.RecycleRunway.com) to see the full collection of recycled fashions and learn about our innovative environmental education initiatives.



Recycle Runway at the Albuquerque International Airport, 2007

## >> Atlanta Exhibit Sponsorship

- > Hartsfield-Jackson Atlanta International Airport, International Concourse E
- > Fall 2010, 1 year
- > 13.5 million targeted travelers
- > Various sponsorship levels available

Sponsoring the **Recycle Runway Exhibit in Atlanta** creates exposure for your organization in a unique, high-traffic area where you will reach targeted demographics and provide environmental education to an international audience.

The Recycle Runway Exhibit will be installed in eight cases throughout Concourse E. Seven cases will have one exclusive **Case Sponsor (\$25,000)** each; a youth art exhibit area will feature four **Youth Sponsors (\$12,500)**; and one case will feature **Green Partners (\$500)**. See page two of this document for the various benefits available for different sponsorship levels.

Your sponsorship of this exhibit will support numerous environmental education initiatives including many youth workshops in the Atlanta regional area.

# Recycle Runway >>

## Atlanta Airport Exhibit Sponsorship Opportunities

Levels of Sponsorship*	Exclusive Case Recognition*	Youth Art Gallery*	Green Partner Case*	Youth Presentations*	Press Packet Inclusion*	Web Site Inclusion*	Exhibit Postcard*	Cost*
Case Sponsor	4" logo 50 words	-	-	10	name	logo, link 25 words	name	\$25,000 per case
Youth Sponsor	-	1" logo	-	5	name	logo, link	name	\$12,500 each
Green Partner	-	-	name 25 words	-	name	name, link	-	\$500 each

\* See details below

### Exhibit Details

#### >> Levels of Sponsorship

The Recycle Runway Exhibit will be installed in eight cases throughout International Concourse E. **It will be viewed by over 13 million people!** There are three levels of sponsorship that offer exposure for your organization.

#### 1. Exclusive Case Sponsor, \$25,000 per case

Seven cases will each feature one exclusive sponsor with a 4-inch logo, and a 50 word description of your environmental programs. Ten environmental workshops with youth around the Atlanta region will be given in your name, and Ms Judd will give one presentation on Recycle Runway to your organization. Additionally, your name will be listed on the airport exhibit postcard; you will be included in the press packet; and your logo, a link and a program description will be included on the Recycle Runway website. *(Please note: garments on exhibit that were previously commissioned by another sponsor will recognize that sponsor by name next to the garment description.)*

#### 2. Youth Sponsor, \$12,500 each

International Concourse E contains a Youth Art Gallery that will be part of the Recycle Runway Exhibit. Ms. Judd will conduct numerous workshops with the Girl Scouts and Boys & Girls Clubs in the Atlanta Region before the Airport Exhibit. The children will participate in making recycled fashions while learning about how to be environmental leaders. Outcomes from these workshops will be exhibited in the Youth Art Gallery in conjunction with the Recycle Runway Exhibit. As a Youth Sponsor, your logo will be prominently displayed in the Youth Art Gallery; your name will be listed on the airport exhibit postcard; you will be included in the press packet; and on the Recycle Runway website with a logo and link.

#### 3. Green Partner, \$500 each

An eighth case will be dedicated to "Green Partners". This sponsorship was created for non-profits, government agencies, small businesses, and individuals that want to participate with the Recycle Runway exhibit. As a Green Partner you will be recognized by name and with an optional 25 word description of your environmental programs in the case. Also you will be listed in the press packet and on the Recycle Runway website.

#### >> Youth Presentations

Environmental education for youth is central to all Recycle Runway activities. Much of the revenue from this exhibit will be used to expand our youth involvement initiatives. Exclusive Case and Youth sponsorship levels include a series of youth workshops given in your name. The number of workshops is tied to the level of sponsorship, as noted above.

#### >> Press Packet Inclusion

Attaining international media coverage is central to Recycle Runway's educational mission, bringing the message of environmental stewardship to an even larger audience. Therefore, the media attention will expose millions of additional people to you as a sponsor! A press packet describing the project and naming the sponsors will be distributed internationally before the exhibit, in conjunction with the youth workshops, and a week before the opening of the show. Press releases will also be sent out throughout the year that Recycle Runway is on display.

#### >> Website Inclusion

A page will be created on the [www.RecycleRunway.com](http://www.RecycleRunway.com) website for the Atlanta Airport Exhibit. Depending upon your level of sponsorship, your logo/name with a link to your website will be prominently placed on the web page.

#### >> Exhibit Postcard

A postcard describing the exhibit will be available in the airport next to the exhibit cases for travelers to keep. As an Exclusive Case or Youth sponsor your name will be listed on the card as a sponsor of the installation.



Nancy Judd gives an environmental presentation at a Boys and Girls Club in Pittsburgh.

A percentage of Recycle Runway revenue is shared with a non-profit environmental/youth organization and your sponsorship will be fully tax deductible. Details are subject to change.

**Nancy Judd • (505) 577-9712 • Nancy@RecycleRunway.com • www.RecycleRunway.com**