

# Recycle Runway >>

showcasing your organization as an environmental leader in Phoenix



## 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.*

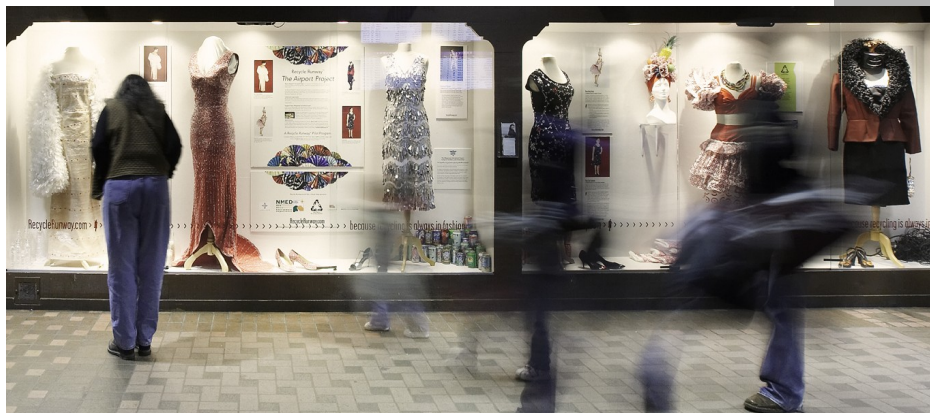


Above, **Nancy Judd**, principal of Recycle Runway, at a press conference at the Albuquerque International Airport with Mayor Martin Chavez, wearing the **Aluminum Drop Dress**, commissioned by Novelis Recycling in 2004.

## >> 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** to see the full collection of recycled fashions and learn about our innovative environmental education initiatives.



Recycle Runway at the Albuquerque International Airport, 2007

## >> Phoenix Exhibit Sponsorship

- > Phoenix Sky Harbor International Airport
- > February 13, 2010 - August 8, 2010
- > **6.5 million targeted travelers**
- > Various sponsorship levels available

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

The Recycle Runway Exhibit will be installed in two cases in Terminal 3 on Level 2. This is near the retail shops and where people enter and exit the airplanes. Sponsorship opportunities:

- 1 **Exclusive Sponsor\*** (\$30,000)
- 4 **Exhibit Sponsors\*** (\$10,000)
- 4 **Youth Sponsors** (\$5,000)
- 20 **Green Partnerships** (\$250)

See page two of this document for details on sponsorship benefits.

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

\* Note, if an Exclusive Sponsor commits then the Exhibit Sponsor level is obsolete.

# Phoenix Airport Exhibit Sponsorship Opportunities

Levels of Sponsorship*	Exhibit Panel*	Green Partner Panel*	Press Packet Inclusion*	Web Site Inclusion*	Exhibit Postcard*	Youth Presentations*	Cost*
Exclusive Sponsor	exclusive logo	-	name 50 words	logo, link	exclusive name	10	\$30,000
Exhibit Sponsor	logo	-	name 35 words	logo, link	name	5	\$10,000 each
Youth Sponsor	name	-	name, 25 words	logo, link	-	3	\$5,000 each
Green Partner	-	name 25 words	name	name, link	-	-	\$250 each

\* See details below

## Phoenix Exhibit Details

### >> Levels of Sponsorship

The Recycle Runway Exhibit will be installed in two cases in Terminal 3, on Level 2 of the Sky Harbor Airport. **It will be seen by over six million people!** We offer four levels of sponsorship.

#### 1. Exclusive Sponsor, \$30,000

Your sponsorship supports Recycle Runway's environmental education initiatives in airports and with youth in Phoenix and nationwide! Ms. Judd will conduct fifteen environmental presentations in your name with youth around the Phoenix region and she will give one presentation on Recycle Runway to your organization. Additionally, your logo will be featured exclusively on the exhibit panel in the Phoenix airport and your name will be listed, also exclusively, on the airport exhibit postcard. Your organization will be showcased in the press packet and on the Recycle Runway website as well. Note, if you pledge as an Exclusive Sponsor, the Exhibit Sponsor level will become obsolete.

#### 2. Exhibit Sponsor, \$10,000 each (four sponsorships available)

Ms. Judd will conduct five environmental presentations in your name with youth in Phoenix and she will give one presentation on Recycle Runway to your organization. Additionally, along with three other potential Exhibit Sponsors, your logo will be featured on the exhibit panel in the Phoenix airport and your name will be listed on the airport exhibit postcard. Your organization also will be showcased in the press packet and on the Recycle Runway website. Note, if an Exclusive Sponsor commits then the Exhibit Sponsor level becomes obsolete.

#### 3. Youth Sponsor, \$5,000 each (four sponsorships available)

Ms. Judd will conduct three environmental presentations in your name with youth in the Phoenix region. As a Youth Sponsor, Ms. Judd will recognize you at the youth presentations; your name will be prominently displayed on the exhibit panel; it will be included in the press packet; and you will be recognized on the Recycle Runway website.

#### 4. Green Partner, \$250 each (twenty sponsorships available)

This sponsorship level was created for non-profits, government agencies, small businesses, and individuals that want to participate in the Recycle Runway exhibit. The installation will showcase the important work of green organizations in the Phoenix region. Your organization will be recognized by name and with a 25-word description of your environmental programs.

### >> Youth Presentations

Environmental education for young people is central to all Recycle Runway activities. A large portion of the funds raised from this exhibit will be used to expand our youth involvement initiatives. Exclusive, Exhibit and Youth sponsorship levels include a series of youth presentations given in your name, to the organizations of your choice. The number of presentations 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 (and exposure of your organization) to an even larger audience. A press packet describing the project and naming the sponsors will be distributed before the opening of the exhibit.

### >> Website Inclusion

Your logo/name with a link to your website will be placed on a web page created on [www.RecycleRunway.com](http://www.RecycleRunway.com) for the Phoenix Airport Exhibit.

### >> Exhibit Postcard

As an Exhibit or Exclusive Sponsor your name will be listed on a postcard, located next to the exhibit cases, that describes the installation.



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

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](mailto:Nancy@RecycleRunway.com) • [www.RecycleRunway.com](http://www.RecycleRunway.com)**