



COFFEE CUP REVOLUTION

Presented by The Diverters' Foundation

<https://www.thediverters.ca/ccr>

WHEN? WHERE?	Thursday, October 28, 2021 11 AM - 2 PM Back parking lot of Victoria High School off Gladstone Ave.
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WHAT?	Join us to be a sponsor of Victoria's inaugural Coffee Cup Revolution, an event to divert coffee cups off the streets of Victoria and out of the landfill. Diverters will receive a 10¢ refund for each coffee cup collected off Victoria streets.
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WHO?

This event is run by Diverters, for Diverters, in partnership with Vancouver's Binnars' Project. The event engages community partners, local government, local businesses, and Victorians.

The Coffee Cup Revolution is organized and staffed by the Diverters and the Foundation's volunteers, and we are looking for your support as a sponsor!

HOW IT'S DONE

Pop-Up Depot: Diverters operate a coffee cup depot, serving Diverters across Victoria, exchanging coffee cups for 10¢ each, and administering refunds – all in just three hours.	Engagement: Diverters, along with partnering organizations and core staff facilitate discussions with individuals and community groups on topics related to green economies, and Diverters in Victoria.	Awareness and Media: The Coffee Cup Revolution garners considerable media interest, which helps to propel our year-round educational work on waste diversion and economic inclusion.
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The Binners' Project

This event is run by the **Binners' Project in Vancouver** every year.

Check out their great successes here: <https://www.binnersproject.org/ccr.html>

Your support

The Coffee Cup Revolution relies on financial support from businesses, foundations, and individuals like you. To acknowledge your support, we're pleased to offer the following:

Friend:
Up to \$1,500

- Logo placement on the 2021 edition of the Victoria Coffee Cup Revolution webpage, related email blasts, official social media posts, and onsite event banner
- Onsite acknowledgement on thank you sign

Champion:
\$1,500 - \$5,000

- All of the above, as well as:
- Recognition in media releases
- Top billing in all online logo displays and onsite sponsor acknowledgments, including official event banner

COVID-19 Safety and Planning

With the safety of our Diverters and members of the community being a priority, masks will be mandatory for the event, and we will ask everyone to social distance in the pop-up depot line up. We will provide disposable masks on site for you.

We also have backup plans in place if pandemic restrictions change closer to the event. We will be doing our best to prevent the cancellation of the Coffee Cup Revolution due to COVID-19, acknowledging the time Diverters will spend on collecting disposable cups leading up the event.

TO BECOME A SPONSOR

We thank you in advance for your support! To become a sponsor, please contact:

Diverterpickup (at) gmail (dot) com