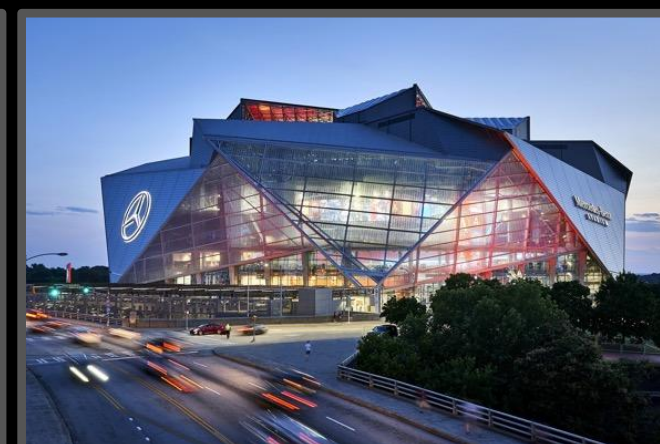




Scott Jenkins

- 30+ yrs Venue Development and Operations
- Co-founder and Board Member of the Green Sports Alliance





OUR MISSION. To leverage the cultural and market influence of sports to promote healthy practices and sustainable communities where we live, work, and play.

Reuse Playbook

<https://www.greensportsalliance.org/playbooks/reuse>

We are largest and most influential driver of environmental and social responsibility across the sports industry.

300+

TOTAL MEMBERS

135+

VENUES

120+

TEAMS

10+

LEAGUES

35+

COMPANIES

We have accelerated positive change for sports leagues, teams, fans, and communities in the U.S., Japan, Europe, and worldwide.





**“Sport has the power to change the world.
It has the power to inspire and unite people
in a way that little else does.”**

– Nelson Mandela, Laureus Lifetime Achievement Award Speech, 2000



Why Switch To Reuse

- Provide A Better Fan Experience
- Align With Values of Fans
- Meet Growing Expectations of Fans
- Create Corporate Partnership Opportunity
- Support Zero Waste Initiatives
- Get Ahead of Future Compliance Issues
- Capture This Leadership Opportunity

Developing A Successful Reuse Program

- Communicate the Value Proposition
- Get Leadership Buy-in and Support
- Involve Appropriate Stakeholders
- Find The Right Service Partner
- Promote The Program to Fans and Employees
- Get The Details Right: Cup Selection, Artwork, Signage & Collection

Get Buy-in From Key Stakeholders

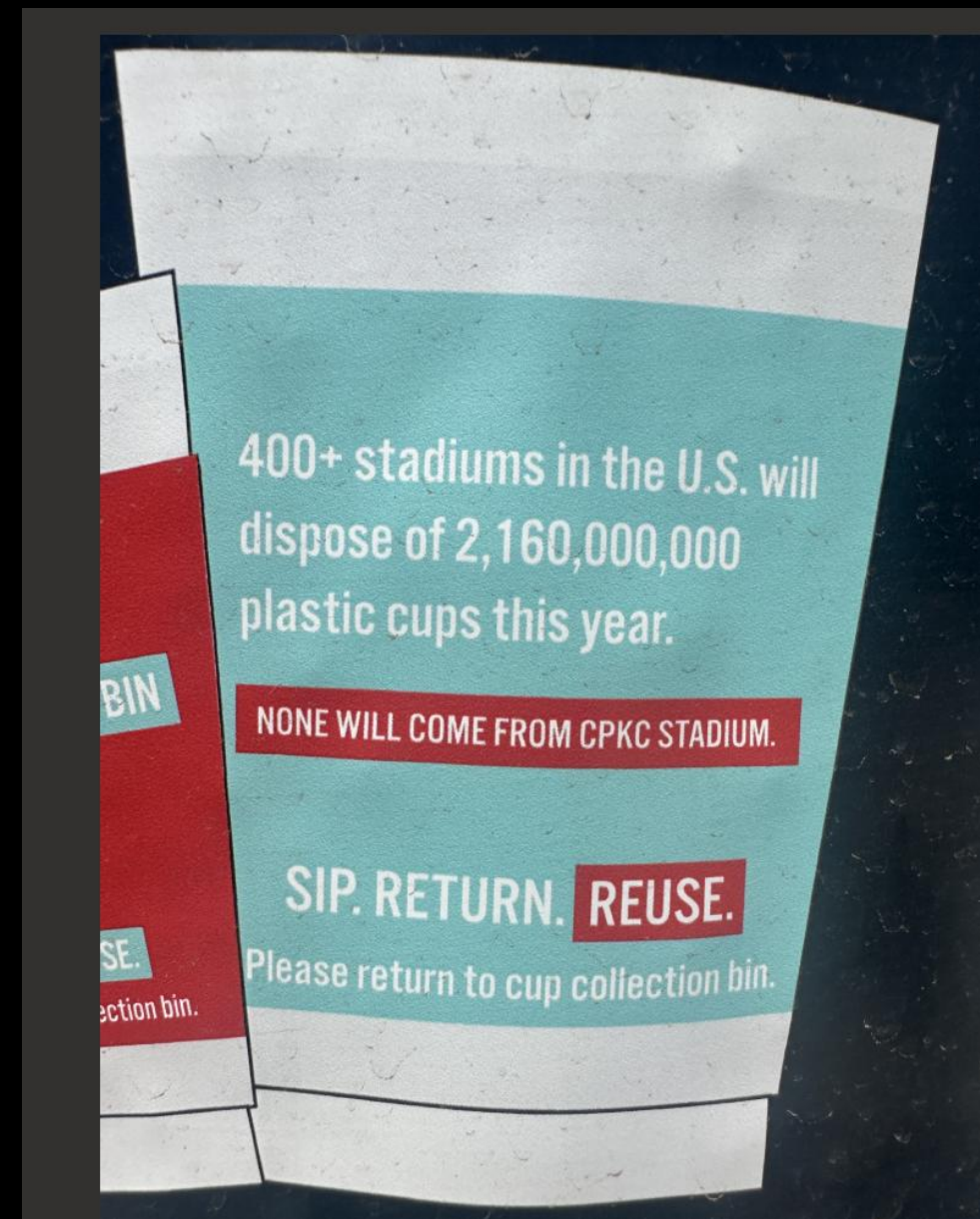
- Executive Leadership
- F&B Partners
- Housekeeping
- Communications and Marketing
- Corporate Partnership
- Reuse Service Provider

CPKC Stadium, Kansas City Current

100% Reuse, No Plastic Bottles Sold



Messaging and Signage



Collection Bins



Tackling The Biggest Challenges

- Cost Per Cup
- Budget for Collection Bins and Signage
- Getting The Signage and Artwork Right
- Selecting The Right Service Provider

Green Sports Alliance Summit June 10-12, Miami

<https://www.greensportsalliance.org/summit>

GREEN
SPORTS
ALLIANCE

501(c)(6)

Join the Movement at:

- www.greensportsalliance.org
- @SportsAlliance
- #GreenSports

www.greensportsalliance.org

@SportsAlliance
#GreenSports

GREEN
SPORTS
ALLIANCE
FOUNDATION

501(c)(3)

So, Let's Switch To Reuse To:

- Provide A Better Fan Experience
- Align With Values of Fans
- Meet Growing Expectations of Fans
- Create Corporate Partnership Opportunity
- Support Zero Waste Initiatives
- Get Ahead of Future Compliance Issues
- Capture This Leadership Opportunity