

# 2022 SPONSORSHIP BOOKLET

8<sup>TH</sup> ANNUAL  
**TRASH 2  
TRENDS**  
AN EVENING OF RECYCLED FASHION



Fundraiser for:



Presented by:





## DEAR ADVOCATE

Thank you for considering sponsorship of our 8th annual 2022 Trash 2 Trends an evening of recycled fashion and fundraiser.

This event debuted in 2014 with goals in mind to:

- Raise necessary funds in order to increase and strengthen our programs that are grass root efforts to educate, empower, engage and inspire individuals to take greater responsibility for enhancing their community environment here in Orlando, the City Beautiful.
- Bring together supporters and partners to create awareness and present sustainable ideas in the local art and fashion world in a fun, innovative and unique way.

We hope you enjoy learning about our evening of recycled fashion and finding any additional information you may need in this booklet.

Feel free to contact us at anytime:  
407.246.2752 or  
[sean.hipps@orlando.gov](mailto:sean.hipps@orlando.gov)

Sincerely,  
Keep Orlando Beautiful advisory board,  
volunteers and staff



## RUNWAY RUNDOWN

### AN EVENING OF RECYCLED FASHION TRASH 2 TRENDS

A unique and innovative fashion show that includes looks designed entirely from materials headed for the landfill, recycling facility or that are no longer useful. Designers create pieces with purpose from walking art to actual ready to wear designs.

**BENEFITING**  
Keep Orlando, Beautiful, Inc.

**TAKING PLACE**  
SeaWorld's Ports of Call®  
7007 SeaWorld Drive Orlando, FL 32821

**EVENT DATE**  
Mingling & Fashion Show  
February 5, 2022 - 6:30 to 10 p.m.

After-Party Until 11 p.m.  
(Adults only, 18 and Up)

**GET INVOLVED**  
Be a sponsor: Enjoy the packet and find information about available ways to support the event and Keep Orlando Beautiful, Inc. including monetary and/or in-kind donations and silent auction donations.





# EVENT STATS

**7** packed events with total audience of over **3,500+** including our **SOLD OUT** event in 2017, 2018 and 2019!

Funds raised from Trash 2 Trends An Evening of Recycled Fashion have provided 25+ new public space recycling bins throughout the City Beautiful!



**ALL TIME SPONSORS:**  
SEAWORLD ORLANDO  
CITY BEVERAGES  
HNTB  
WASTE MANAGEMENT  
SMART CITY  
EO INN  
D SQUARED PRODUCTIONS  
SALON ON NINE  
SPECIAL EVENT SERVICES  
BULL HORN MEDIA

**PAST MEDIA COVERAGE:**  
ORLANDO SENTINEL (FRONT PAGE)  
ORLANDO MAGAZINE  
FOX NEWS ORLANDO  
CHANNEL 6 ORLANDO  
CHANNEL 9  
CHANNEL 13 CENTRAL FLORIDA NEWS  
THE DAYTONA BEACH NEWS JOURNAL  
ORLANDO WEEKLY  
WATERMARK  
COX MEDIA  
98.9 WMMO  
CENTRAL FLORIDA FUTURE-PART OF USA TODAY NETWORK  
THE SANDSPUR  
CENTRAL FLORIDA TOP 5 BUNGALOWER  
ARTBORNE MAGAZINE



# ABOUT KEEP ORLANDO BEAUTIFUL, INC. FOUNDED IN 1987

**MISSION**  
To educate, engage and inspire individuals to take greater responsibility for enhancing their community environment through litter prevention, waste reduction, increased recycling, and beautification efforts.

Keep Orlando Beautiful, Inc. (KOB) is a 501c3 non-profit and certified affiliate of Keep America Beautiful (KAB), the nation’s leading non-profit that brings people together to build and sustain vibrant communities. With a powerful network of community-based volunteers and partners, KOB works with thousands of volunteers to transform public spaces into beautiful places and keep Orlando a place where people want to live, work, learn and play. Keep Orlando Beautiful, Inc. believes that every individual holds an obligation to preserve and protect the environment.



# ABOUT TRASH 2 TRENDS

Designers from Orlando and beyond create incredible designs completely made out of materials that have reached the end of their life and are being discarded. The designers spend hours and hours creatively putting together very unconventional materials to send down an elevated, 48 foot long runway. The experience is like a true fashion show, but with an unexpected, mind blowing twist. A panel of locally known advocates of sustainability, art and design choose winners in a variety of categories. There is also a chance for the audience to participate and choose the honorable Audience Choice Award.

“I get asked to do a lot of events every year and Trash 2 Trends is one of my favorites”  
-City of Orlando Commissioner District 4, Patty Sheehan

“Great food, great people and so much fun with incredible energy while all for a very important cause.”  
-Audience Member

“There’s nothing like Trash 2 Trends. It is one of the best fashion shows hands down that has happened in Orlando in a very long time.”  
-Maxine on Shine

“I recently had the pleasure of attending one of the most amazing runway events I’ve ever attended and it was right here in Orlando, Trash 2 Trends. I was absolutely mesmerized by the creativity. It was beyond what I ever expected.”  
-The Shoe Maven

# OUR IMPACT IN 2020

**941** volunteers put in **2,232** hours

**23** total sites beautified

**68** trees planted

**6,492 POUNDS** of litter and debris removed

**4,850** KOB car litter bags provided

**37,968 POUNDS** of recyclables diverted from the landfill

**112** cleanups conducted as part of KOB’s Adopt-A-Spot and Adopt-A-Road programs

**3,224 EDUCATED** on our environment and proper recycling habits

**332** Graffiti sites removed



# RUNWAY SPONSOR DESIGN OPPORTUNITY



### PREMIER SPONSOR

Special thank you to SeaWorld for their continued support. At this level, SeaWorld not only fully supports Trash 2 Trends as our main sponsor and partner, but also many of our efforts throughout the year. SeaWorld is recognized for doing so on our website, promotional literature and flyers. For more details on their sponsorship, please visit [orlando.gov/kob](http://orlando.gov/kob).

### SHINING SPONSOR - \$7,000

- 6 VIP Tickets and 12 complimentary drink tickets
- Introduction at the show
- Social media mentions including company name
- Full page ad in event book - 1st choice of inside front or back cover
- Logo on step and repeat (photo back drop)
- Logo and mentions on posters, website, event advertising and event video.

### AFTER PARTY SPONSOR - \$5,000

- Full page ad in booklet
- Noted on flyer and media pushes
- Major signage at after party
- Stage mention

### DIAMOND SPONSOR - \$4,000

- 4 VIP Tickets and 8 complimentary drink tickets
- Introduction at the show
- 1st choice Full page ad in event book - 2nd choice of inside front or back cover
- Logo on step and repeat (photo back drop)
- Logo and mentions on posters, website, event advertising and event video.

### PLATINUM SPONSOR - \$2,500

- 2 VIP Tickets and 4 complimentary drink tickets
- Full page ad in event book
- Logo and mentions on posters, website, event advertising and event video.

### SPONSOR DESIGN (\$2,500)

- Have your company or organization's products or other materials made into reusable and wearable art and tell your story of sustainability. Send a message to the community through this incredible opportunity. Create a statement piece to walk the runway.
- There will be a special section of the show for sponsor designs and your creation will not be walking with the individual designers nor will the sponsorship design be judged.
- Still sponsor with an ad in the event booklet AND be seen on the runway.
- An artist application for your design must be submitted, accepted and approved. All the rules on the Call for Artist and the Designer Agreement must be followed, signed and commitments met.
- Keep Orlando Beautiful has the right to refuse based on the design, values or any other conflicts the company or organization may have with the mission of Keep Orlando Beautiful.
- Contact Sean Hipps immediately to discuss if you are interested in this opportunity at 407.246.2752 or [sean.hipps@orlando.gov](mailto:sean.hipps@orlando.gov).

### GOLD SPONSOR - \$1,000

- Full page ad in event book (8.5 x 11)
- Listed at this level on Keep Orlando Beautiful website and event video.

### SILVER SPONSOR - \$500

- Half page ad in event book (8.5 x 5.5)
- Listed at this level on Keep Orlando Beautiful website and event video.

### BRONZE SPONSOR - \$250

- Quarter page ad in event book (4.25 x 5.5)
- Listed at this level on Keep Orlando Beautiful website and event video.

### ADVOCATE SPONSOR - \$50 MINIMUM

- Name listed in event booklet. For individuals (only) wanting to support beyond ticket purchases.

## ABOUT THE EVENT BOOK

The event book will be 8.5x11 magazine size and style. It is being created with the intent to stay in use by guests and out of the waste stream after the event.

Trash 2 Trends also has a silent auction. We are currently collecting items for the auction, the designers and for the volunteer goody bags. Anyone interested, please contact Sean Hipps at [sean.hipps@orlando.gov](mailto:sean.hipps@orlando.gov) or call him at 407.246.2752 to discuss.



## SPONSOR TIMELINE

**September 2021 to January 2022**  
Sponsorships Available

- As soon as payment is received you may send your logo, which will be immediately posted online and used in promotion opportunities outlined in the sponsor benefits section. The sooner we have your payment and logo, the more exposure you will get!

**January 2022**  
Last Call for Sponsors

- All payments, logos, digital booklet ads and individual names are due no later than January 10, 2021.
- In-kind items, silent auction items and items for designer and/or model goody bags are due.
- Sponsor VIP ticket confirmations due (Premier, Shining, Diamond and Platinum sponsors).

**February 5, 2022**  
Trash 2 Trends - An Evening Of Recycled Fashion

### Digital booklet ad details

- Full page: 8.5x11 (Shining, After Party, Diamond, Platinum and Gold)
- Half page: 8x5 (Silver)
- Quarter page: 4x5 (Bronze)
- File/Format: JPG, PDF, AI or EPS



# TRASH 2 TRENDS 2022 SPONSORSHIP APPLICATION AND AGREEMENT

Please submit the form below along with your check (if monetary donation) made payable to:  
Keep Orlando Beautiful, Inc., 1010 Woods Ave Orlando, FL 32805 or scan and email to [sean.hipps@orlando.gov](mailto:sean.hipps@orlando.gov) or  
complete the online form at [orlando.gov/kob](http://orlando.gov/kob). Thank you for sending checks upon completing the form.

## SPONSOR/DONOR INFORMATION

NAME (COMPANY OR INDIVIDUAL DONOR):

PRIMARY CONTACT:

FIRST NAME

LAST NAME

JOB TITLE

ADDRESS:

STREET

CITY

STATE

ZIP

PRIMARY TELEPHONE

PRIMARY EMAIL

SECONDARY TELEPHONE

SECONDARY EMAIL

SPONSORSHIP LEVEL:

☐ SPONSOR DESIGN

☐ SHINING

☐ AFTER PARTY

☐ DIAMOND

☐ PLATINUM

☐ GOLD

☐ SILVER

☐ BRONZE

☐ ADVOCATE (INDIVIDUALS ONLY)

PRIMARY CONTACT:

AUTHORIZED SIGNATURE

PRINTED NAME

DATE

Please contact Sean Hipps to discuss any in-kind services,  
silent auction items or goody bag donations.  
[sean.hipps@orlando.gov](mailto:sean.hipps@orlando.gov) | 407.246.2752

PHOTOS BY: TK PHOTOGRAPHY AND LANDON WISE PHOTOGRAPHY

