



San Diego County Regional “Day Without A Bag” TBSDR-Retail Sponsorship

What is a *Day Without a Bag*?

A county-wide day of education and grassroots action on December 20, 2012, challenging holiday shoppers and retailers to forego single-use, plastic and paper shopping bags for the day, in favor of reusable bags.

What can retail partners do? Become an official supporter of this year’s *Day Without A Bag* by creating an in-store program at one of the following four levels:

Friendship

- Ask shoppers “Do you need a bag?” – instead of offering “Paper or Plastic?” OR Thank them for remembering!
- Promote Day Without a Bag by not giving out single use bags - either paper or plastic - on Dec. 15th
- Promote event with POP/storefront displays, on website, in email or print ads
(Friendship members will receive an in store 8.5 x 11 display and a certificate of participation)

Advocate Sponsorship

- Promote event with POP/storefront displays, on website, in email or print ads
- Give out/Donate up to 250 bag units of free reusable bags while supplies last—one per customer
+ Provide \$25 gift card incentive drawings in store for shoppers using reusable, or
- Provide free reusable bags to customers making single-day purchases totaling a certain amount at limited outlets
(Advocate Sponsors are also listed on our website, Annual Report and in wrap-up materials)

Patron Sponsorship

- Promote event with POP/storefront displays, on website, in email or print ads
- Give out/Donate 250 – 999 free reusable bags while supplies last—one per customer
+ Provide \$25 gift card incentive drawings in store for shoppers using reusable, or
- Provide free reusable bags to customers making single-day purchases totaling a certain amount at limited outlets
(Patron Sponsors are listed in all areas above, as well as in any displays or flyers, Press Releases; eligible to be highlighted at media events/interviews)

Major Sponsorship

- Promote event with POP/storefront displays, on website, in email or print ads
- Give out/Donate 1,000 to 5,000 reusable bags for redistribution by City or Day Without A Bag coalition members
+ Provide \$25 gift card incentive drawings in store for shoppers using reusable bags
- Provide free reusable bags to customers making single-day purchases totaling a certain amount, or
- Double any existing in-store reusable bag rebates or offers at all outlets countywide
(Major Sponsors are listed in all areas above, but also have strategic logo placement on the Web, flyers and will be prominently highlighted in Press Releases)

What are the goals for *Day Without A Bag*?

As a vehicle for raising consumer awareness about personal choices, *Day Without A Bag* focuses on education, rather than advocacy. With the New Year approaching, the event’s short term goal is to help educate and encourage San Diego County shoppers to make resolutions to adopt more sustainable practices – reuse, waste prevention and litter prevention activities – year round.

The event’s long term goal is to help reduce the use of disposable, single-use plastic and paper bags throughout the region by empowering shoppers, to take simple, direct actions to eliminate unsightly litter and save tax payer dollars:

- More than 1.7 billion plastic bags are used by San Diego County residents each year.
- Littered disposable bags cost our community in clean-up costs (not including environmental costs).

For more information?

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