

2024 SPONSORSHIP OPPORTUNITIES

39TH ANNUAL



BEACH SWEEPS



JOIN NEW JERSEY'S LARGEST ENVIRONMENTAL EVENT

Spring: Saturday, April 13, 2024

Fall: Saturday, October 19, 2024

SPONSOR THE BEACH SWEEPS

Ryan Struck Photography

Thirty-nine years ago, Clean Ocean Action organized a group of 75 volunteers to remove ankle-deep piles of litter from beaches on Sandy Hook, NJ. From this humble and hopeful beginning, the Beach Sweeps was born. Today, it is the **largest grassroots environmental volunteer event** in New Jersey, and one of the longest running beach clean ups in the world. Held twice a year (April and October), the Beach Sweeps attract as many as 10,000 volunteers, small and tall, to over 70 waterfront sites and is a Jersey Shore tradition. The event continues to expand along the Delaware shoreline. Stories shared by volunteers prove Beach Sweeps:

- ▶ Empowers individuals and communities to take action to make a difference
- ▶ Is a highly anticipated multigenerational family tradition
- ▶ Inspires team spirit for schools and groups, as well as for the staff and customers of businesses
- ▶ Is an impactful opportunity for businesses and corporate leaders to engage with the community and the ocean in a meaningful way

Indeed, Beach Sweeps is a collective community improvement program not just for people, but for all the vibrant and miraculously diverse marine life in the sea. Beach Sweeps is:

- ***Giving Back.*** At its core, the Beach Sweeps is a day of service for people to give back to the ocean, which brings so much joy, by removing unsightly litter that is harmful—even deadly—to marine life and making beaches more beautiful for all to enjoy.
- ***Inspiring Moments.*** As volunteers from the small to the tall participate, there is often that a-ha! moment. Sweeps is a gateway for learning about litter's harmful impacts to the ocean, and how everyone is a part of the solution.
- ***The Cure.*** By collecting data on the litter removed, every volunteer is an essential part of a massive investigative study providing evidence to help solve the devastating marine debris crisis. COA is empowered with this legacy of information to drive improved policies to reduce marine debris. In fact, the data and statistics were pivotal to our successful campaigns resulting in legislation at the municipal, state, and federal levels. This important work continues, thanks to the Beach Sweeps.

COA's Beach Sweeps get thousands of volunteers' *hands in the sand and feet on the beach* to improve the health of our coastal ecosystems and raise awareness for issues that affect us all. Our ultimate goal, of course, is to reduce sources of pollution so there is no need to come to the shore to sweep, only to play.

Join us as a Beach Sweeps Sponsor, and you will become a leader in this important, worthy, community-focused, and mission-driven event. ***Become a part of our Beach Sweep Family! You will be glad you did!*** Ever onward, together!



Cindy Zipf
Executive Director

2024 SPONSORSHIP OPPORTUNITIES

Join the Beach Sweeps Family

Ryan Struck Photography

All Sponsorships Include:

- Two for One Sponsorship: **both Spring and Fall events**; event is rain or shine.
- All benefits and promotions described below refer to Clean Ocean Action's email marketing and social media platforms (total subscribers/followers: **72,689**).
- **Invitation to attend** the highly anticipated spring press conference to promote the 2024 Beach Sweeps and release of the 2023 Annual Beach Sweeps Report.
- **Day-of-event tabling opportunity** at a sponsored cleanup location and the ability to engage with volunteers of all ages. COA will work to assist in selecting your preferred site, with no exclusivity.

Statewide Sponsor All 70+ sites! \$10,000

Sponsorship must be confirmed by **3/13/2024** for inclusion of logo on printed signage

In addition to above:

- **Prominent linked logo** on Beach Sweeps homepage and Sites & Registration webpage
- **Prominent logo placement:** on large banner at the rally/press conferences at Sandy Hook, signage at all 70+ sites, and on all print and digital promotional flyers*
- Unique digital flyer with linked sponsor logo for company's promotional purposes (if requested)
- **Logo on all promotional posts** with #tag on social media platforms
- **Two "Sponsor Spotlight" posts** (spring and fall) across social media platforms
- Speaking invitation at Spring press conference to promote event and 2023 Report release
- Company **spotlight, quote, and logo in media/press releases** for Spring and Fall events
- Speaking invitations on event days at kick-off rally/press conference in Sandy Hook, the largest site
- **Sponsor spotlight and prominent logo featured** in 2024 Beach Sweeps Report

Countywide Sponsor Up to 35 sites! \$5,000

Sponsorship must be confirmed by **3/13/2024** for inclusion of logo on printed signage

In addition to benefits listed at the top of this page:

- **Featured linked logo** on Beach Sweeps homepage and Sites & Registration webpage under sponsored county
- Unique digital flyer with linked sponsor logo for company's promotional purposes (if requested)
- **Logo on all promotional posts** with #tag on social media platforms
- **One "Sponsor Spotlight" post** (spring and fall) across social media platforms
- Company **mention in media/press releases** for Spring and Fall events
- Verbal recognition at Spring press conference to promote event and 2023 Report release
- **Logo featured:** on large banner at the rally/press conferences at Sandy Hook, signage at sponsored county sites, and print and digital promotional flyers
- Sponsor **logo featured** in 2024 Beach Sweeps Report

Site Sponsor \$1,000 each

Sponsorship must be confirmed by **3/13/2024** for inclusion of logo on printed signage

In addition to benefits listed at the top of this page:

- **Multiple site sponsorships welcome.**
- Company **listed in media/press releases** for Spring and Fall events
- **Sponsor name listed next to sponsored site (with link)** on Sites & Registration webpage
- Sponsor **logo on event signs** at sponsored cleanup location
- **Sponsor name listed** in 2024 Beach Sweeps Report

Testimonials to Grassroots Activism!

“No matter who we are, all of us live on Earth and rely on its environment to be clean and healthy,” says Craig Montanaro, Kearny Bank President and CEO. “That reality motivates our ongoing support of Clean Ocean Action and its seasonal shoreline cleanup events. We’re proud to volunteer our support and work side by side with our New Jersey neighbors.”

Ira Neaman, President of statewide-sponsor, Vantage Apparel stated, “We are proud to be part of Beach Sweeps, which not only reflects our commitment to a cleaner, healthier planet but also underscores our dedication to making a positive impact in our local community. Together, we can make a significant difference and inspire others to join us in preserving our beautiful coastlines for generations to come.”



Beach Sweeps volunteer completes data card for the 2023 Beach Sweeps



Lemonade for Beach Sweeps



Peter from Bloomberg, Steven and Kayla from Wakefern Beach Sweeps ready with MAST students



Sweeps volunteers commit their Saturday to the ocean

2023 Sponsors

Statewide Sponsors:



Countywide Sponsors:



Additional support provided by Enterprise Holdings Foundation

Site Sponsors:

*Appalachian Mountain Club - New York/New Jersey Chapter
Atlantic City Electric
Baine Contracting
Bank of America
Caesar’s Entertainment
Check Cashing Station
Church & Dwight
Cohen Water Initiative*

*Crum & Forster
Eurest
First Atlantic Federal Credit Union
Hatteras Printing
Harrah’s
Jenkinson’s Boardwalk and Aquarium
Manasquan Bank
Merck Employees Federal Credit Union
PastaLife*

*Raritan Bay Federal Credit Union
Republic Services
ServPro Eatontown/Long Branch
Sims Metal
Tropicana
United Teletech Financial Federal Credit Union*



BEACH SWEEPS

SPONSOR LEVEL (Please select one):

 State County Site

Sponsorship must be confirmed by 3/13/2024 for inclusion of name or logo on printed materials

PREFERRED COUNTY OR SITE: _____

Visit CleanOceanAction.org for list of counties and sites, or contact COA to discuss.

BUSINESS/ORGANIZATION NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

PHONE: _____ DATE: _____

FORM OF PAYMENT (Please select one)

ENCLOSED IS A CHECK MADE OUT TO "CLEAN OCEAN ACTION" (Preferred method)

PAY ONLINE AT WWW.CLEANOCEANACTION.ORG (Click "DONATE" on the righthand side of the page)

I REQUEST AN INVOICE TO COMPLETE PAYMENT

PLEASE CHARGE MY MC, VISA, DISCOVER, OR AMEX IN THE AMOUNT OF \$ _____

CREDIT CARD NUMBER: _____

EXPIRATION DATE ____/____ SECURITY CODE _____

BILLING ADDRESS (IF DIFFERENT THAN ABOVE)

SIGNATURE _____

Preferred payment method is via check payable to Clean Ocean Action, and mailed to:
Clean Ocean Action 49 Avenel Blvd., Long Branch, NJ 07740.

Payment can also be made through our secure payment portal on our website at CleanOceanAction.org.
If your company will be paying through a third party donation platform or portal, please notify us with the details, such as the name of the third party platform and when payment should be expected.

Please send this completed form to Jocelyn Graham at JGraham@CleanOceanAction.org
or mail it to Clean Ocean Action, 49 Avenel Blvd., Long Branch, NJ 07740

WAVES OF THANKS FOR SUPPORTING THE BEACH SWEEPS!