



PHOTO BY LAWSONS FINEST

Can Carrier Sponsorship Proposal



A FUN AND EASY PROGRAM TO REDUCE WASTE

NOV 5, 2025

VERMONT AND NEW HAMPSHIRE



Program History

OVERVIEW

In September of 2021 Reusable Solutions and Eco-Friendly Beer Drinker launched the Can Carrier Reuse Program for Vermont. The idea is simple: invite beer drinkers to bring back their can carriers to stores for reuse and recycling.

ABOUT REUSABLE SOLUTIONS

Reusable Solutions aims to eliminate single use plastic. Only 9% of plastic gets recycled and even less gets reused. This is an opportunity to do the right thing as a business owner and steward of the environment.



photo by Liezl Cosentio

Program Results

HIGHLIGHTS

- Saved over 500,000 can carriers from landfill since 2021
- Established a robust statewide reuse program
- Breweries throughout VT have avoided buying new can carriers for the last three years
- Increased public awareness of reduce, REUSE, recycle with participation from communities across Vermont

Problem



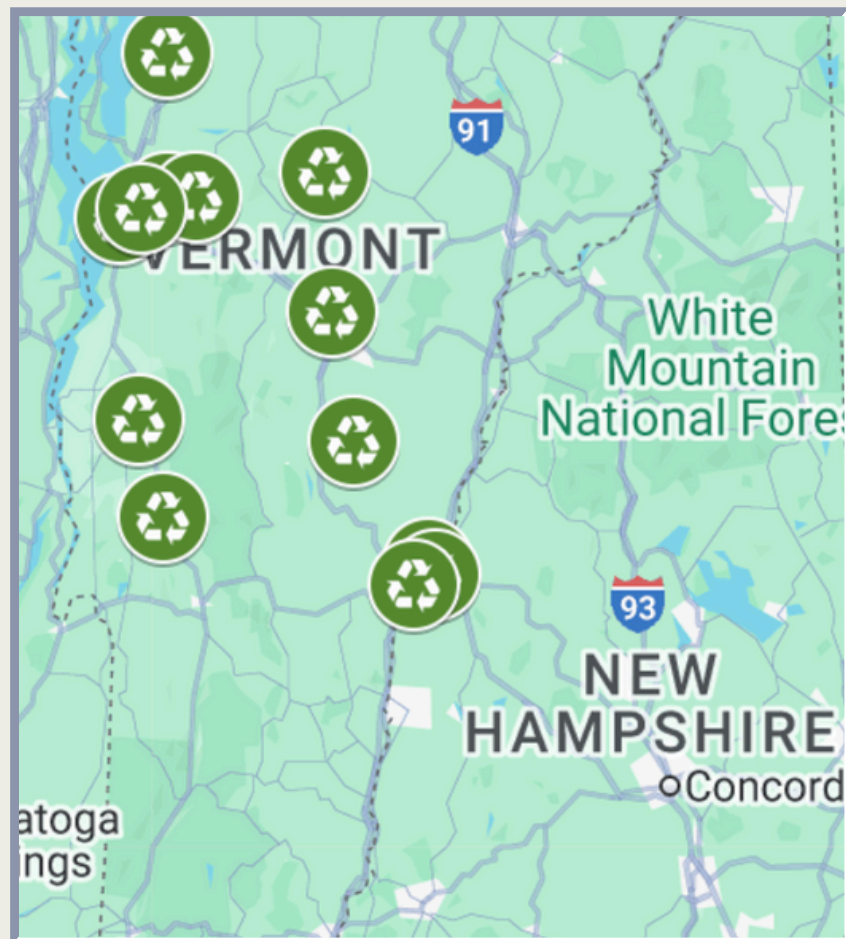
Solution



PLASTIC CAN CARRIERS ARE NOT RECYCLABLE IN YOUR OR YOUR CUSTOMER'S RECYCLING BIN OR DUMPSTER.



THROUGH THE CAN CARRIER PROGRAM WE COORDINATE WITH BREWERIES FOR REUSE WHILE EXTRAS ARE PROPERLY RECYCLED.



How it Works

- 1 Customers drop off can carriers at designated locations throughout Vermont and New Hampshire
- 2 Reusable Solutions or our partners pick them up, sort them and clean them
- 3 Reusable Solutions sells them to brewers for reuse
- 4 Can Carriers that don't get sold are brought to speciality recycling in Georgia, Vermont in an Electric Vehicle (*Zero Emissions!*)



Why sponsor with with us?

REACH

EXPOSURE POTENTIAL

Get in front of hundreds of thousands of grocery and beer consumers.

BRANDING

SUSTAINABILITY ALIGNED

It is no surprise that customers in Vermont care about sustainability. This is a concrete way to show customers you care about the environment.

ENGAGEMENT

MEDIA COVERAGE

This program gets great coverage on social media and traditional media. Customers love dropping off carriers and being part of the solution and seeing your support.



Four Leaf



Presenting Sponsor

\$30,000

SPONSORSHIP BENEFITS

- Gift a branded bin and a free year of collection service to any 10 retail stores of your choosing anywhere in Vermont
- Exclusive sponsorship rights within your industry (e.g. *solar, waste management, banking etc...*)
- Recognition in four leaf section on website
- Quarterly Inclusion of our widely distributed press releases and social media tool kit
- Logo placement on collection bins distributed to all collection stes



SPONSORSHIP BENEFITS



Three-Leaf

Sponsor

\$10,000

- Gift a branded bin and a free year of collection service to 5 retail stores of your choosing anywhere within a 30 mile radius of Woodstock, Vermont
- Recognition of Three-Leaf sponsor section on website
- Inclusion in quarterly press releases
- Logo placement on physical signs at collection points
- 4 social posts



Two-Leaf

Sponsor

\$4,000

- Gift a branded bin and free year of collection service to 2 retail stores of your choosing anywhere within a 30 mile radius of Woodstock, Vermont
- Recognition in Two-Leaf sponsor section on website
- Inclusion in quarterly press releases
- Logo placement on physical signs at collection points
- 2 Social posts amplified by our parnters



One-Leaf

Sponsor

\$2,000

- Recognition of one-leaf sponsor section on website
- 1 Social post ampliyfied by our partners



Contact & Next Steps

CAN CARRIER PROGRAM



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“BE PART OF A
REUSE SOLUTION!”

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