2022 Partnerships and Sponsorships

INFORMATION SESSION 2022
Agenda

- About Us
- 2022 Key Messages
- Budget
- Process and Timeline
Did you use water today?
Where does it go?
“Water is life, and clean water means health.”

AUDREY HEPBURN
Our Services

TREATMENT PLANTS AND PIPES

STORMWATER MANAGEMENT

SCIENCE AND RESPONSE
Key Campaigns
CELEBRATING 50 YEARS OF PEOPLE, PROGRAMS, AND PROGRESS
50th anniversary year

• Monthly focus
  – Artistic emblems
  – Event with featured public/media engagement
    • Art debut to maximize public interaction
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<thead>
<tr>
<th>Month</th>
<th>Description</th>
<th>Cuyahoga River before 1972</th>
<th>Pre-1972</th>
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50th anniversary year

- Treatment plant process, collection system
- Significant construction, plant investments ‘70s–‘80s
- Ohio EPA (1972), Clean Water Act precursor (1972)

Key Media Event
- Electrofishing outing; Improving water quality

Key Public Event
- TBD
ON-SITE SCREEN PRINTING
<table>
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<td>May</td>
<td>Recreation</td>
<td>Cuyahoga River improvements, programs</td>
<td>1982-1992</td>
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<td>June</td>
<td>Protecting our lake and streams</td>
<td>Project Clean Lake</td>
<td>1992-2002</td>
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<td>July</td>
<td>Resilience</td>
<td>Regional Stormwater Management</td>
<td>2002-2012</td>
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<td>August</td>
<td>Making the lake better together</td>
<td>Relationships and engagement</td>
<td>2012-2022</td>
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**Clean Water Fest – September 17, 2022**

Northeast Ohio Regional Sewer District
Scholastic Outreach
What can I do to protect the environment?
Pitch Those Pills

• ABOUT: Rx Collections
• AUDIENCE: Seniors and Parents
• TIMELINE: April–October
Pick Up Poop (PUP)

• ABOUT: Dog poop
• AUDIENCE: Pet owners
• TIMELINE: May-September

Please remember to...

PICK UP POOP!
Bacteria from pet waste pollutes our environment!
Pick it up. It’s the right thing to doo.

Northeast Ohio Regional Sewer District
Sewer Bill Savings
Cost-saving Programs

• Affordability
  — 40 percent reduction, income-based, renters

• Homestead
  — Discounted bill, income and age-based

• Crisis Assistance

• Summer Sprinkling

• Plumbing Repair
Clean Water Fest

FESTIVAL OF ALL THINGS WATER
Clean Water Fest

• Saturday, September 17 from 9am to 4pm, Cuyahoga Heights
• 3,000 guests
• 70 + vendors
2022 Budget

2022 proposed budget: $600,000

• Media (40%)
  – TV, radio, print, digital

• Year-long Partnerships (35%)
  – Great Lakes Science Center, Greater Cleveland Aquarium

• Various (25%)
  – Single events (i.e. Glenville Festival)
Integrated Packages

• MEDIA BUYS: Digital and Social Media
  — Embedded Messaging into Programming
  — Value-Added Opportunities? Media? Events?
  — Social media; newsletters
Integrated Packages

• EVENT / PROGRAM SPONSORSHIPS: “Logo Soup”
  — Tickets? On-Site Exposure?
  — Incorporate Messaging into Sponsorships
  — Social media; newsletters
Application Process

• Are you a registered vendor?
  – https://www.neorsd.org/business-home/procurement/

• Complete application and submit to outreach@neorsd.org

• You’ll be assigned a CCR point person

• If approved, you’ll receive confirmation e-mail

• Purchasing Department assigns a PO

• Logo usage proof and recap forms required (Note our new logo)
Timeline

• Submit applications beginning Friday, January 21, 2022
  — Please note if it’s a time sensitive request
  — Must be a registered vendor

• Board of Trustees vote on budget on Thursday, March 17th
Contacts

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• **TBD**, Community Relations Specialist