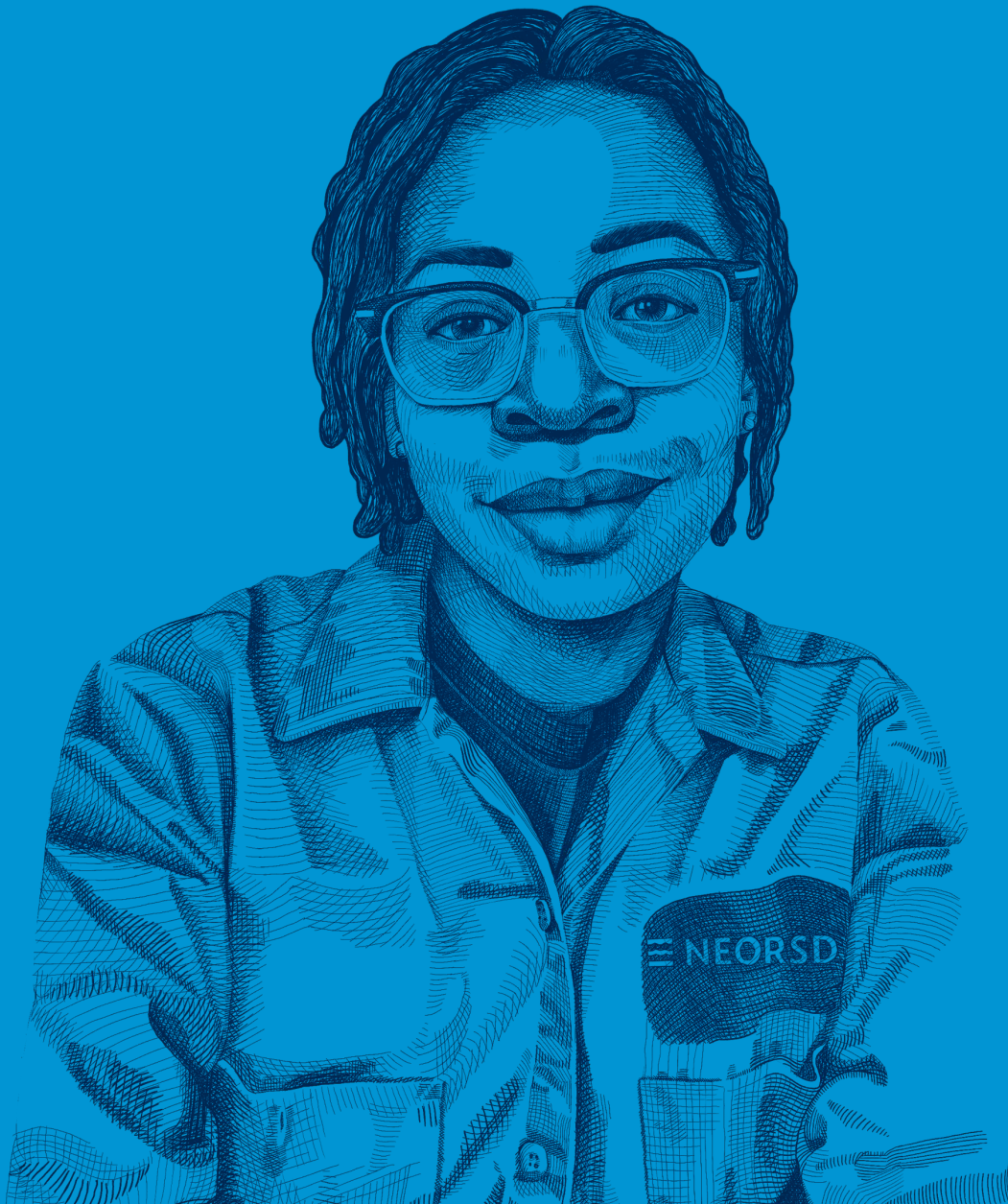




**Northeast Ohio
Regional Sewer District**



2022 Partnerships and Sponsorships

INFORMATION SESSION 2022



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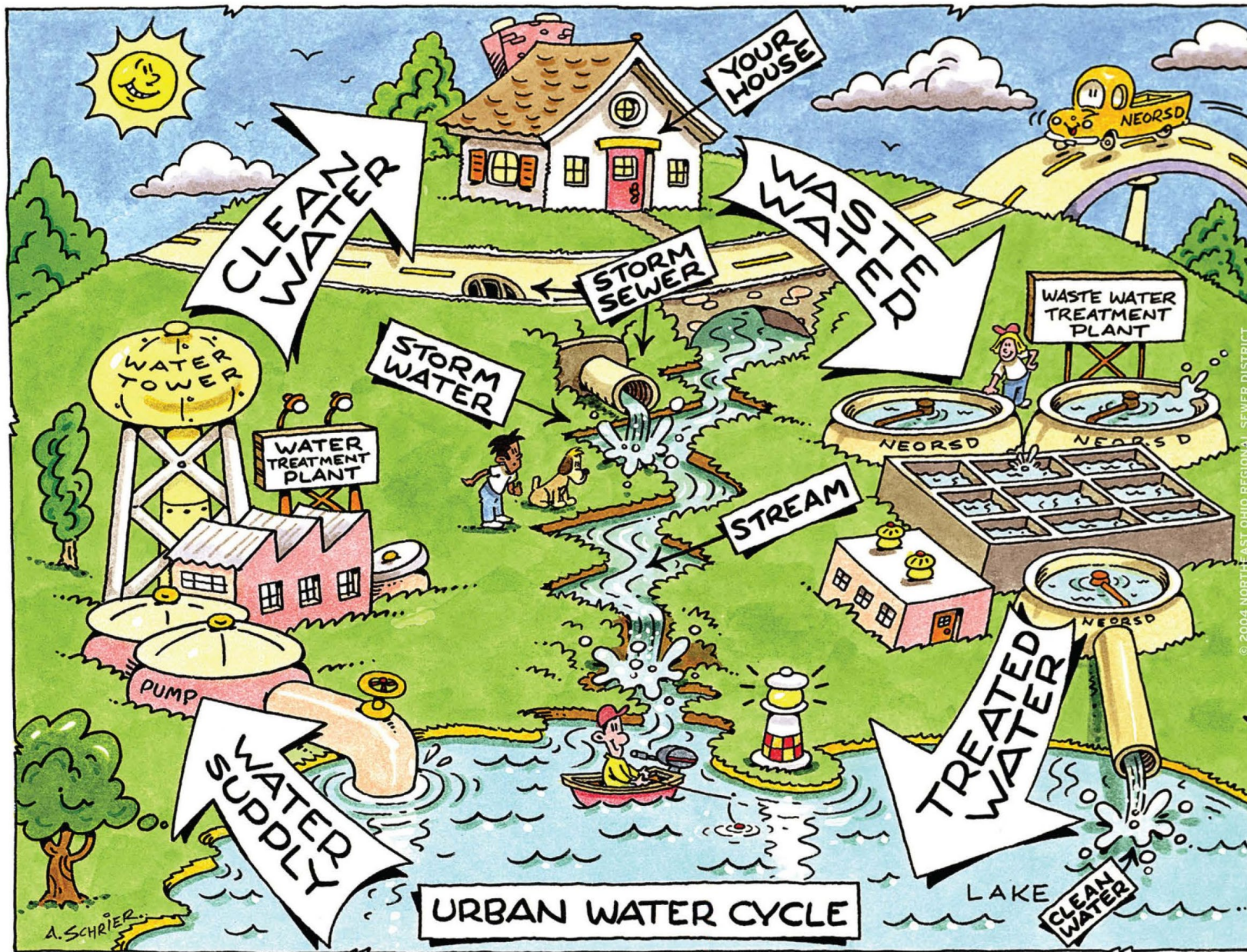
Agenda

- About Us
- 2022 Key Messages
- Budget
- Process and Timeline

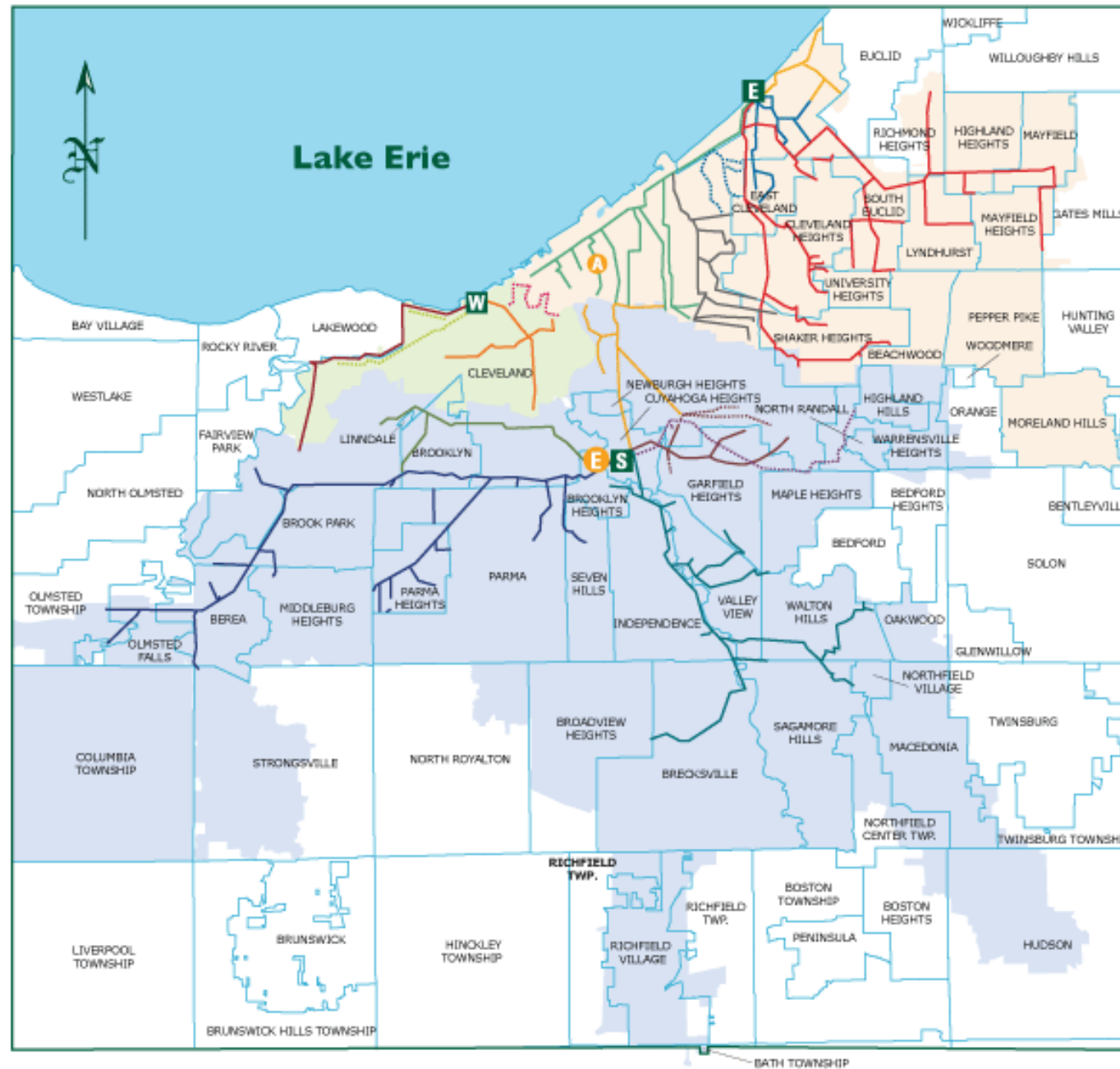


**Did you use
water today?**

Where does it go?



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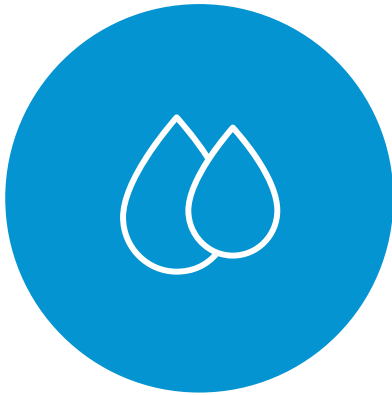
“Water is life, and clean water means health.”

AUDREY HEPBURN



**Northeast Ohio
Regional Sewer District**

Our Services



TREATMENT PLANTS
AND PIPES



STORMWATER
MANAGEMENT



SCIENCE AND
RESPONSE



Key Campaigns



50th anniversary year

- Monthly focus
 - Artistic emblems
 - Event with featured public/media engagement
 - Art debut to maximize public interaction



March	Sparking change	Cuyahoga River before 1972	Pre-1972
April	Healthier lake and streams	Investing in collection system	1972-1982
May			
June			
July			
August			



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









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ON-SITE SCREEN PRINTING



March	Sparking change	Cuyahoga River before 1972	Pre-1972
April	Healthier lake and streams	Investing in collection system	1972-1982
May	Recreation	Cuyahoga River improvements, programs	1982-1992
June	Protecting our lake and streams	Project Clean Lake	1992-2002
July	Resilience	Regional Stormwater Management	2002-2012
August	Making the lake better together	Relationships and engagement	2012-2022

Clean Water Fest – September 17, 2022



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Scholastic Outreach



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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



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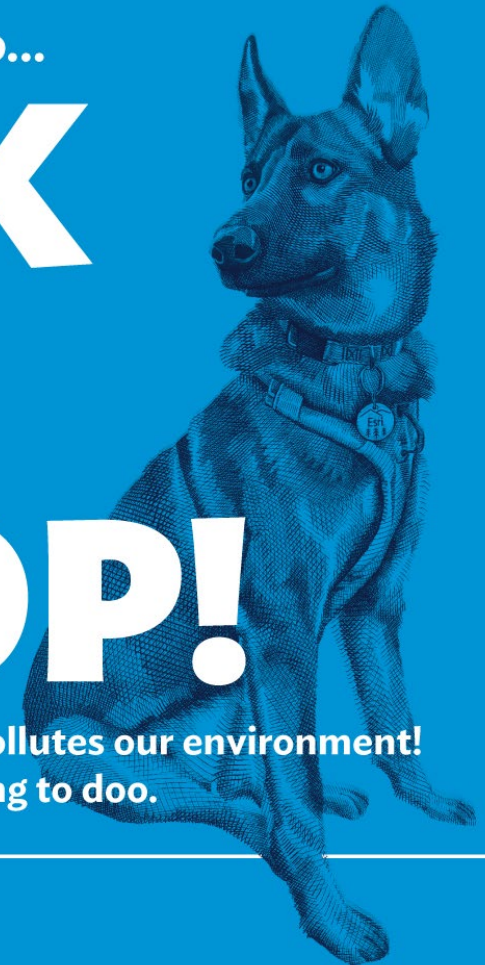
Please remember to...

**PICK
UP
POOP!**

Bacteria from pet waste pollutes our environment!
Pick it up. It's the right thing to do.



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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

- Saturday, September 17 from 9am to 4pm, Cuyahoga Heights

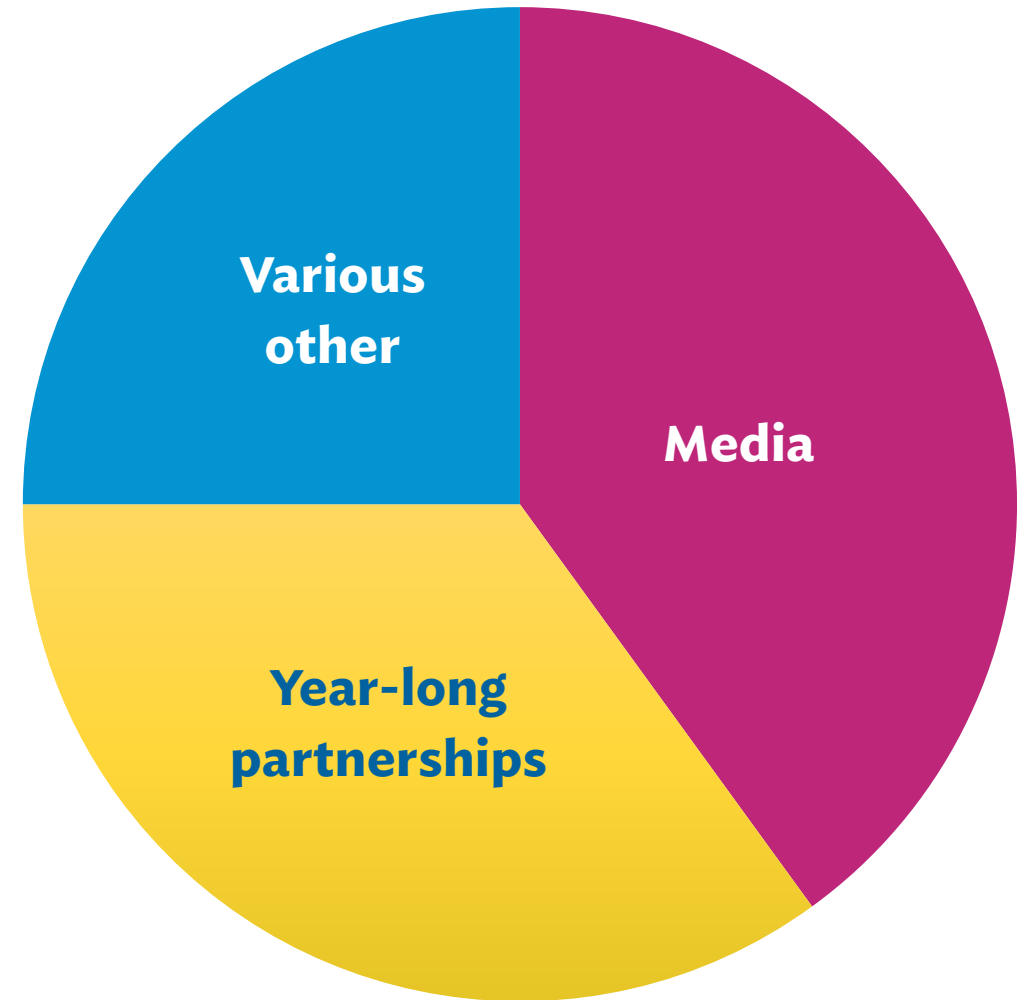
- Saturday, September 17 from 9am to 4pm, Cuyahoga Heights



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
 - <https://www.neorsd.org/community/community-benefits/media-and-community-relations-sponsorships-application-process/>
- 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

- **Jean Smith**, Senior Manager – Community and Media Relations
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- **Jenn Elting**, Senior Public Information Specialist
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- **Jessica Shutty**, Community Relations Specialist
shuttyj@neorsd.org
- **TBD**, Community Relations Specialist





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