

Non-Profit & Business PARTNERS

Explore these talking points to educate your staff, members/customers and followers to get them on board with the BYOBottle campaign. Sample social media posts are provided here to make it easy to share out the BYOBottle message. Take your own photo or video rocking your reusable water bottle, or download one of these [BYOBottle campaign graphics](#).

This Venue & Festival Communications Library Includes:

- 1 BYOBottle Social Media
- 2 BYOBottle Newsletter Content
- 3 BYOBottle Inclusion in Tour Press Release
- 4 BYOBottle Talking Points - to staff

1 BYOBottle SOCIAL MEDIA

• **Shorter Social Media Posts for Twitter, Instagram or Facebook:**

- We are proud to join #BYOBottle, a music industry campaign to rock reusable water bottles. Learn more at www.byobottle.org. Join us and help turn the tide on plastic pollution!
- #BYOBottle is gathering steam in the music scene. Rock your reusable water bottle and let's be part of the solution to plastic pollution! Learn more at www.byobottle.org.

• **Longer Social Media Posts for Instagram or Facebook:**

- We are proud to join #BYOBottle, a music industry campaign to promote reusable water bottles and turn the tide on plastic pollution. Recent images in the press show the shocking sea of plastic waste left behind after concerts and festivals, but momentum to promote solutions in the music scene is growing! Learn more about how to take action at byobottle.org. Join us and rock your reusable water bottle!

2 BYOBottle NEWSLETTER CONTENT

We are proud to join the [BYOBottle](#) Campaign, a music industry effort to reduce plastic waste by promoting reusable water bottles and water refill stations at music events. Artists, venues, festivals and fans are joining non-profits and business partners to turn the tide on plastic pollution. Recent press images have highlighted the shocking sea of plastic waste left behind after concerts and festivals, but momentum to promote solutions in the music scene is growing. Join the BYOBottle Campaign and rock your reusable water bottle! Learn more at www.byobottle.org.

3 BYOBottle INCLUSION IN PRESS RELEASE

(Insert Nonprofit/Business Name) is a proud partner of the **BYOBottle** Campaign, a music industry effort to reduce plastic waste by promoting reusable water bottles and water refill stations at music events. Artists, venues, festivals and fans are joining non-profits and business partners to turn the tide on plastic pollution.

4 TALKING POINTS - to educate staff

We have signed as a non-profit/business partner in support of the **BYOBottle** campaign, a music industry effort to reduce plastic waste, with a focus on single-use plastic water bottles. We are committed to being part of the growing momentum to turn the tide on plastic pollution.

We encourage all staff to use reusable water bottles and beverage containers at work to show our commitment to reducing plastic pollution. Water refill stations are provided to ensure you can easily refill. Thanks in advance for your participation and engagement. Together, we can take steps toward a more sustainable organization.