

BYOBottle

A MUSIC INDUSTRY EFFORT TO TURN THE TIDE ON PLASTIC POLLUTION

VENUES & Festivals

The BYOBottle Campaign engages artists, venues, festivals and fans to reduce plastic waste in the music industry by promoting reusable water bottles and water refill stations at music events. Make the commitment to BYOBottle and join the campaign at www.BYOBottle.org. Together we can show that the music industry is committed to reducing plastic pollution!

BYOBottle Venue Commitment: We commit to help reduce plastic waste in the music industry and support musicians who BYOBottle by providing water refill stations backstage. We will allow fans to BYOBottle and provide water refill stations in front of house whenever possible.

1

MAKE A COMMITMENT TO BYOBottle!

- Educate your staff and join the campaign at www.BYOBottle.org
- Outfit your staff with reusable water bottles
- Offer water refill stations or dispensers backstage for artists
- Offer water refill stations FOH for fans

2

ASK ARTISTS TO SUPPORT YOUR BYOBottle COMMITMENT:

- Communicate the BYOBottle message to artists
- Provide reusable cups or water bottles for use backstage

3

SHARE OUT YOUR BYOBottle COMMITMENT WITH FANS:

- Create branded reusable water bottles for fans to purchase
- Allow patrons to bring in their own empty reusable water bottles to be refilled on-site
- Share the #BYOBottle message on social media

*View Reusable Vendor List & Communications Library Resources

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Join the BYOBottle Campaign at www.BYOBottle.org and explore useful resources. Contact us for assistance and we will promote and support your involvement as the campaign grows!

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Venue & Festival BYOBottle Communications Library

VENUES & Festivals

Explore these talking points to educate your staff, bands and concert-goers 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 a photo or video featuring reusable water bottles or artists/fan using water refill stations at your event, or download one of these [BYOBottle campaign graphics](#).

This Venue & Festival BYOBottle Communications Library Includes:

- 1 BYOBottle Social Media
- 2 BYOBottle Newsletter Content
- 3 BYOBottle Venue Communication/FAQ
- 4 BYOBottle Inclusion in Venue/Festival Press Release
- 5 BYOBottle Talking Points for Venues - to educate staff
- 6 BYOBottle Festival Letter - for festivals to engage artists

1 BYOBottle SOCIAL MEDIA

Suggested language to be accompanied with a photo or video of your venue/festival or provided [BYOBottle campaign graphics](#). Please include these BYOBottle social media handles: Facebook: @byobottlecampaign / Instagram: @BYOBottle / Twitter: @BYO_Bottle

Shorter Social Media Posts for Twitter, Instagram or Facebook:

- We are proud to join #BYOBottle, a music industry effort to turn the tide on plastic pollution! Learn more at www.byobottle.org.
- We are proud to join #BYOBottle, a music industry campaign to rock reusable water bottles. Join us & bring your own EMPTY reusable water bottle (@ insert concert/festival) to help turn the tide on plastic pollution!
- We support the #BYOBottle campaign, a music industry effort to turn the tide on plastic pollution! Concertgoers can bring their own, EMPTY water bottles to refill at our water stations to reduce plastic waste.

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! Concertgoers can bring their own, EMPTY water bottles to (@ insert concert/festival) & refill at our water stations to reduce plastic waste. Learn more about how to take action as a fan at byobottle.org. Join us and rock your reusable water bottle!

2 BYOBottle NEWSLETTER CONTENT

We are proud to join the **BYOBottle** Campaign engaging artists, venues, festivals, and fans to reduce plastic waste in the music industry by promoting reusable water bottles and water refill stations at music events. 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. Concertgoers are permitted to bring their own, **EMPTY** refillable water bottle to (@ insert concert/festival) and water refill stations will be provided. Rock your reusable water bottle and help turn the tide on plastic pollution! Learn more about how you can take action as a fan at www.byobottle.org.

3 BYOBottle VENUE COMMUNICATION/FAQ (whenever water bottles are allowed)

We are a BYOBottle venue/festival committed to reducing plastic waste in the music industry. Concertgoers are permitted to bring their own, **EMPTY** refillable water bottle into the show and water refill stations will be provided.

4 BYOBottle INCLUSION IN VENUE/FESTIVAL PRESS RELEASE

(Insert Venue/Festival 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 BYOBottle to turn the tide on plastic pollution.

5 BYOBottle TALKING POINTS FOR VENUES - to educate staff

We have signed on to the **BYOBottle** campaign, a music industry effort to reduce plastic waste, with a focus on single-use plastic water bottles. Recent press images have highlighted the shocking sea of plastic waste left behind after concerts and festivals, but we are committed to being part of the growing momentum within the music scene to turn the tide on plastic pollution.

Venue & Festival BYOBottle Communications Library

Here is what [insert venue name] is doing to support this effort:

We provide water refill stations backstage for artists, crew, and venue staff to easily refill. Water stations for staff are located in the following areas: [location 1, location 2. Etc.]

We allow fans to bring in an EMPTY reusable water bottle unless otherwise restricted due to security reasons. We provide opportunities for fans to refill their water bottles in the following locations: [water refill station 1, concessions window 2, etc.]

[Insert other relevant talking points specific to your venue i.e. if/where fans can purchase reusable water bottles onsite, etc.]

Here is what YOU, our venue staff, can do to support this effort both at work and in your own lives:

- Remember to carry and use your reusable water bottle to show your commitment to reducing plastic waste!
- Assist fans by showing them where they can refill their water bottles at one of the water refill locations in front of house.
- Take the BYOBottle pledge at www.byobottle.org

We thank you in advance for your participation and engagement. Together, we can take steps toward a more sustainable venue (or festival).

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BYOBottle FESTIVAL LETTER - FOR FESTIVALS TO SEND OUT TO ARTISTS

Version A: Festival to Artist Letter - (for festival to engage artists in advance)

Hello (XXX Artist Name HERE),

All of us at (XXX Festival Name HERE) are looking forward to you being a part of the lineup in (XXX Location) on (XXX Date)! With all of the amazing talent involved it's sure to be an incredible event. In line with our sustainability goals, the (XXX Festival Name HERE) has joined the BYOBottle Campaign, a music industry effort to turn the tide on plastic pollution. BYOBottle engages artists, venues, festivals and fans to reduce plastic waste by promoting reusable water bottles and water refill stations at music events. We are reaching out to all artists to encourage your participation at the festival.

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. (XXX Festival) has a history of taking steps to minimize negative environmental impacts. Fans are encouraged to bring reusable water bottles and utilize water refill stations provided throughout the festival grounds. Backstage and on-stage, we are taking steps to replace single-use water bottles with reusable bottles and easy access to filtered drinking water for all of our artists and crew.

(XXX Festival) is stepping up our plastic-free commitment by providing (Insert details of festival plastic waste reduction initiatives HERE) to make this effort a success. To sign on as a BYOBottle Artist, you can visit www.byobottle.org. We hope you will join us and rock your reusable water bottle during your set at the festival!

XXX Festival production team

Venue & Festival BYOBottle Communications Library

Version B: Artist to Artist Letter - (BYOBottle artist to other festival artists)

Fellow music makers,

Myself and my team are looking forward to joining you at (XXX Festival) in (XXX Location) on (XXX Date)! Looking at the lineup it's sure to be an incredible event. As someone who cares deeply about the planet we all call home, I wanted to reach out to encourage your participation in the BYOBottle Campaign, a music industry effort to turn the tide on plastic pollution. BYOBottle engages artists, venues, festivals and fans to reduce plastic waste by promoting reusable water bottles and water refill stations at music events.

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. (XXX Festival) has joined as a BYOBottle partner, with a history of taking steps to minimize negative environmental impacts. Fans are encouraged to bring reusable water bottles and utilize water refill stations provided throughout the festival grounds. Backstage and on-stage, reusable bottles will be encouraged, with easy access to filtered drinking water for artists and crew.

(XXX Festival) is stepping up their plastic-free commitment by providing (Insert details of festival plastic waste reduction initiatives HERE) to make this effort a success. To sign on as a BYOBottle Artist yourself, you can visit www.byobottle.org. We hope you will join us and rock your reusable water bottle during your set at the festival!

Thanks so much for being a part of this important effort!

Artist Name

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- 1 Reusable Water Bottles
- 2 Water Refill Station Providers
- 3 Reusable Pint Cups
- 4 Reusable Straws
- 5 Reusable Utensil Sets & Tableware
- 6 Plastic Free Beverage Products
- 7 Reusable Bags

1 Reusable Water Bottles

Byta - <https://mybyta.com>
Earth Bottles - <https://earthbottles.com.au> (Australia)
honua - <https://honuadrink.com.au> (Australia)
Hydroflask - <https://www.hydroflask.com>
Klean Kanteen - <https://www.kleankanteen.com>
Nalgene - <https://www.nalgene.com>
RAW Bottles - <https://raw-bottles.org> (UK)
Steelys - <https://steelysdrinkware.com>
S'well - <https://www.swellbottle.com>
The Ocean Bottle - <https://theoceanbottle.com>
Vapur - <https://www.vapur.us>
Yeti - <https://www.yeti.com>

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Water Refill Station Providers

Bevi - [Smart water dispensers](#) for still and sparkling flavored water on demand
Camelbak - [Water Filling Stations](#) for music festivals and events
[Dolphin Pump](#) or [FineDine](#) - Water jug attachments for 5 gallon water dispensers
Event Water Solutions - [Water Refill Stations](#) for festivals and events
FloWater - [Refill stations](#) for businesses or events
FRANK Water - Charity provider of [water refill services](#) (UK)
MeetPat - [Water Stations](#) for public spaces and events (Australia)
MTD Water - Temporary [water services for events](#) (UK & Ireland)
Quench Buggy - [Mobile Water Stations](#) for outdoor festivals or remote locations
Tapp Water - [Smart Water Filter](#) for faucets
U.S. Pure Water - [WaterBars](#) for festivals and events
Water Monster - [Hydration solutions](#) for festivals and events
We-Refill - [Hydration systems](#) for festivals and events (Australia)
Yeti - [Water Silo Units](#) for festivals

3

Reusable Pint Cups

bettercup - <https://www.bettercup.com.au> (Australia)
Ecocup - <https://www.ecocupshop.co.uk/en/> (UK)
Festival Cup - <http://www.festivalcup.co.uk> (UK)
Globelet - <https://www.globelet.com> (Australia & New Zealand)
Happycups - <https://happycups.co.uk> (UK)
Hydrodroflask - <https://www.hydroflask.com>
Klean Kanteen - <https://www.kleankanteen.com>
r.Cup - <http://rcup.com>
Silipint - <https://www.silipint.com>
Steelys - <https://steelysdrinkware.com>
Yeti - <https://www.yeti.com>

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Reusable Straws

Aardvark (paper straw) - <https://www.aardvarkstraws.com>
Ecocup Simply Straws (glass straw) - <https://www.ecocupshop.co.uk/en/> (UK)
Klean Kanteen (steel & silicone straw) - <https://www.kleankanteen.com>
Simply Straws (glass straw) - <https://simplystraws.com>
Steelys (steel straw) - <https://steelysdrinkware.com>
StrawFree.org (bamboo straw) - <https://strawfree.org>
Strawless Ocean discounts - <https://www.strawlessocean.org/alternatives/>
The Last Plastic Straw - [Swap Your Straw Resources](#)

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Reusable Utensil Sets & Tableware

Bee's Wrap - <https://www.beeswrap.com>
Honeywrap - <https://www.honeywrap.co.nz> (New Zealand)
Life without Plastic - <https://www.lifewithoutplastic.com/store/>
Lilybee Wrap - <https://lilybeewrap-us.com> (New Zealand)
Preserve - <https://www.preserveproducts.com>
ToGo Ware - <https://www.to-goware.com>
U-Konserve - <https://www.ukonserve.com>

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Plastic Free Beverage Products

Yoonit (eco-friendly wine kegs) - <https://www.yoonit.com>

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Reusable Bags

Chico Bag - <https://www.chicobag.com>
Eco Enclose - <http://www.ecoenclose.com>
Econscious - <https://www.econscious.net>
Rareform - <https://www.rareform.com>