



KEEP TYLER BEAUTIFUL

SPONSORSHIP OPPORTUNITIES 2024





WHO WE ARE

Since 1995, Keep Tyler Beautiful has strived to make a difference in our community by working to educate and encourage citizens to actively participate in improving the sustainability and beauty of the City of Tyler.

We aim to encourage community beautification, waste reduction, and recycling activities. Our vision is to raise public interest in the general improvement of the community by planning, initiating, and coordinating programs for litter control, environmental sustainability, and beautification.

Keep Tyler Beautiful is proud to be affiliated with Bee City USA and supported, through our affiliation, on a national level by Keep America Beautiful and on a state level by Keep Texas Beautiful.

We were awarded the President's Circle Recognition Award by Keep America Beautiful in 2019. Keep Texas Beautiful was awarded the Governor's Community Achievement Award in 2020 and the Gold Star Affiliate Award yearly since 2006.



WHAT WE DO

Keep Tyler Beautiful empowers people to care for the environment by providing community resources, education, and volunteer opportunities.

AREAS OF FOCUS

CLEAN	BEAUTIFY	RECYCLE	EDUCATE	RECOGNIZE
 <p>Removing litter from public spaces in collaboration with the community to raising awareness about the negative impacts of litter.</p>	 <p>Building vibrant sustainable communities while encouraging residents to beautify and restore public spaces by participating in service events.</p>	 <p>Cultivating waste reduction practices within the community in order to divert waste from landfills and transition to a zero-waste culture.</p>	 <p>Leading presentations, service projects and awareness campaigns to nurture environmental consciousness within the community.</p>	 <p>Honoring the outstanding environmental efforts of individuals, schools, and organizations in the Tyler area.</p>



2024 PROGRAMS & EVENTS



COMMUNITY EVENTS

RECYCLED ART CONTEST | Submissions due March 1

GREAT TYLER CLEANUP | April 13

EARTH DAY FESTIVAL | April 27

BEE DAY IN THE GARDEN | June 29

PARK SERVICE DAY | September 14

TYLER RECYCLES DAY | November 9

CHRISTMAS TREE RECYCLING | Devember 26 - January 12

PROGRAMS & PROJECTS

BEAUTY & BUSINESS AWARDS | Quarterly

MURALS & OTHER PUBLIC ART | Spring/Summer

BEAUTY & BLOOM RESIDENTIAL AWARDS | Summer/Fall

NATIONAL POLLINATOR WEEK | June 24-30

ENVIRONMENTAL AWARDS | Fall/Winter

HOLIDAY DECOR AWARDS | December

ADOPT A SPOT LITTER CLEANUPS

BEAUTY & THE BOX

CAMPUS AFFILIATE PROGRAM

KTYB PARK MARSHALLS

TYLER AGAINST GRAFFITI

TYLER GROW GREEN

SPONSORSHIP OPPORTUNITIES 2024



FRIEND OF KEEP TYLER BEAUTIFUL

\$250

- Business Listing of logo on KTyB Website, "Friends of KTyB" page
- "We Support KTyB" Yard Sign or a "Proud Sponsor" window badge
- Digital Copy of KTyB "Proud Sponsor" Logo for business use

EARTH STEWARD

\$500

- All items in Friends of Keep Tyler Beautiful Level
- Sponsor **one** KTyB event of your choice
 - Additional business listings
 - Event webpage and shirt
 - Sponsor banner and booth space at event (*Booth space must be pre-approved*)

ECO HERO

\$1000

- All items in Earth Steward Level
 - Yard Sign **and** Badge included
- Sponsor **two** KTyB events of your choice with additional business listings

PRESERVATIONIST

\$1500

- All items in Eco Hero Level
- Sponsor **three** KTyB events of your choice with additional business listings
 - Introduction at each chosen event
- or Event Partner for **one** KTyB event of your choice
 - More prominent placement on each business listing
 - Additional business listings
 - KTyB Homepage
 - 2024 KTyB Volunteer Totebag

CONSERVATIONIST

\$3000

- All items in Preservationist Level
- Sponsor of all KTyB events with additional business listing and introduction
- or Event Partner at **three** KTyB events of your choice with placement and additional business listings

ENVIRONMENTALIST

\$6000

- All items with Event Partner level sponsorship at **all** KTyB events
- Individual business highlight on social media



SPONSORSHIP FORM 2024

Organizations may contribute any monetary amount to the Park Service Day event. All Contributions can be solely monetary, donated services or goods or any combination. Invoices or letters of donation acknowledgment can be provided upon request. *City of Tyler Tax ID - 7560006979*

Sponsors may send checks to:

Keep Tyler Beautiful
1718 W. Houston St.
Tyler, TX 75702.

SPONSOR INFORMATION

Business/Organization Name: _____

Sponsorship Type: ☐ Monetary Donation ☐ In-Kind Donation ☐ Door Prize Donation

Total Monetary Value Donated: _____

Sponsor Contact Name: _____ ☐

Business Address: _____

Contact Number: _____ Contact Email: _____

☐ I have sent a high resolution image of my logo via email to egarner@tylertexas.com, or
I don't have a company logo and would like my donation listed as written:

Please select which events you would like to sponsor based on the sponsorship level you chose:

EVENT NAME	GREAT TYLER CLEANUP	EARTH DAY FESTIVAL	BEE DAY IN THE GARDEN	PARK SERVICE DAY	TYLER RECYCLES DAY
EVENT DATE	April 13 9 a.m. - Noon	April 27 10 a.m. - 6 p.m.	June 29 10 a.m. - 2 p.m.	October - March	November 9 8 a.m. - Noon
SPONSOR DEADLINE	Friday, March 1	Friday, March 29	Friday, May 31	Friday, August 9	Friday, October 4
EARTH STEWARD <i>Please select one event</i>					
ECO HERO <i>Please select two events</i>					
PRESERVATIONIST <i>Please select 1-2 events</i>					
CONSERVATIONIST <i>Please select 3 or more events</i>					
PRESERVATIONIST <i>All events will be selected</i>					

BEE CITY USA

Did you know the United States is home to more than 3,600 native bee species? Pollinators touch our lives in numerous ways daily, including being responsible for approximately one-third of the food and drink we consume, with an estimated value of \$22 billion annually in the U.S.

Due to pollinators' importance in everyday life, Keep Tyler Beautiful became an affiliate of Bee City USA in 2019 to protect pollinators through education, outreach, and habitat creation.

1 in 3

bites of food is
dependent on
pollinators like bees

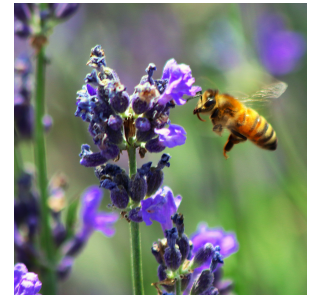


Observation Hive

In 2021, Keep Tyler Beautiful unveiled the Honeybee Observation Hive at the Tyler Municipal Rose Garden, allowing visitors to get a closer look at the inner workings of a beehive. The structure was built by a local group of Boy Scouts under the direction of the East Texas Beekeepers Association.

National Pollinator Week

National Pollinator Week is an annual celebration in June to raise awareness for pollinators and spread the word about what we can do to protect them. Keep Tyler Beautiful celebrates National Pollinator Week through Facebook events and contests, along with providing resources and activities on our website at KeepTylerBeautiful.com.



Bee Day in the Garden

Bee Day in the Garden is hosted annually at the end of June as a closing ceremony to National Pollinator Week and a celebration of all things bees for the whole community.

Local honey vendors and organizations have booths for visitors to explore, food trucks, kids' activities, and educational workshops.



LITTER ABATEMENT

According to current estimates, 250 pieces of litter exist for every American on U.S. roadways, waterways, and other locations. Keep Tyler Beautiful is doing its part to help keep Tyler litter-free by utilizing volunteers to clean up litter, educating the public about the effects of debris, and encouraging people to dispose of their waste correctly through recycling and composting. The most common forms of litter found are cigarette butts, plastic film, packaging styrofoam, and food & beverage containers.

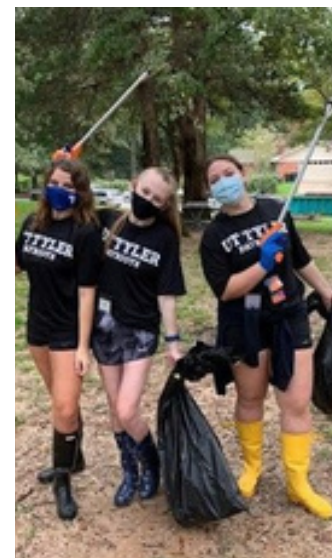


Adopt a Spot

Last year, more than 2000 volunteers removed nearly 5 tons of litter from Tyler area Parks, streets, and waterways through the Adopt a Spot Program. Adopt a Spot allows organizations, businesses, and other groups to adopt a street, park, or location where they complete at least one cleanup each quarter. KTyB provides supplies like litter grabbers, trash bags, gloves, and safety vests to the groups to achieve their cleanups safely. Each group is recognized on signage at their adopted location and on our website.

Great Tyler Cleanup

Great Tyler Cleanup is an annual litter pickup event hosted in April with Keep America Beautiful Great American Cleanup and the Don't Mess with Texas Trash-off. In 2023, more than 500 volunteers came to 16 locations to collect more than 2,700 pounds of litter.



RECYCLING

According to Recycle Across America, statistics show that Americans throw away 2.5 million plastic bottles every hour, throw enough aluminum to build our nation's entire commercial air fleet, and throw away enough office paper each year to build a 12-foot-high wall from Seattle to NY! In response, Keep Tyler Beautiful is doing its part by organizing multiple community events and projects across Tyler to encourage people to recycle.



Tyler Recycles Day

Tyler Recycles Day is Keep Tyler Beautiful's most popular community collection event, held annually in November, joining thousands of local organizers holding recycling events nationwide to celebrate America Recycles Day. Last year, we collected 5,700 lbs. of documents that were shredded on-site and more than 500 lbs. of batteries, tires, mattresses, electronics, and more.

Christmas Tree Recycling

The Christmas Tree Recycling Program provides Tyler residents with locations for Christmas tree recycling in Tyler. Residents can drop off undecorated, non-flocked natural Christmas trees in designated locations starting the day after Christmas. The trees are available for area fishermen to pick up and sink in nearby lakes to create fish habitats or be picked up at the curb for disposal at the landfill.



Recycled Art Contest

Recycled Art Contest is hosted annually from January through March and is open to artists of all ages. The theme for the 2023 contest was "Don't Trash Texas," which celebrates the proud spirit of Texans and the beauty of the State and its culture. Then, the select entries, including winners, will be displayed during the "Art in the Garden" at the Rose Garden Center.

Paint Recycle Day

Paint Recycle Day is a paint collection event hosted by Keep Tyler Beautiful and the City of Tyler Solid Waste Department every two years. The most recent event was held on Saturday, May 20, 2023, with the next event tentatively scheduled for Summer 2025.



BEAUTIFICATION

To promote the beautification of our city, Keep Tyler Beautiful has dedicated much effort to support, encourage, and award residents in keeping Tyler beautiful. Starting right from residents' own yard to public traffic boxes and walls! We believe that Keeping Tyler Beautiful is a community effort and in response, we have organized numerous ongoing beautification programs available for all of Tyler residents.

Art Murals Program

The Art Mural Project program gives local artists the opportunity to paint on designated walls in Tyler in mission to help encourage beautification in Tyler.

Past Art murals include: "Keep Tyler Beautiful" Mural located along South Loop 323, "Welcome to the Rose Capital" Mural located at 1718 W. Houston St., and several murals on Tyler Area park restrooms.



Beauty & the Box Program

The Beauty and the Box Program began in 2016 as a way to support local artists and bring artwork to all corners of Tyler. The artwork, submitted by local artists, is transformed into a vinyl wrap which covers the traffic signal box transforming the average into beautiful art.

The Beauty and the Box program has since been a great way to encourage and show residents the beautification of Tyler.

Tyler Against Graffiti Program

The Tyler Against Graffiti Program was organized for the purpose of preventing illegal graffiti and vandalism. on any residential or commercial property. Our goal with this program is to remove any graffiti within 72 hours of a report free of charge. T.A.G. ensures the city's beauty with these strategic cleanups that also discourage further vandalism.



KTyB Park Marshalls

This program, beginning in 2024, will enlist the help of residents who want to get more involved with Keep Tyler Beautiful by helping monitor and cleanup our Parks and public spaces. KTyB will provide supplies, training and other resources to these volunteers.

RECOGNITION & AWARDS

Keep Tyler Beautiful encourages citizen stewardship through several recognition programs. Our goal is to celebrate those that are going above and beyond to help keep Tyler beautiful by taking pride in their property or spreading the mission of KTyB through their actions and volunteerism.



Beauty & Bloom Award

The Beauty and Bloom Award has recently started in 2023 to present a Beauty and Bloom Residential Landscaping Award certificate and yard sign to one Tyler resident from each district. By awarding those residents who keep their property beautiful and clean we hope to motivate others in the City to do the same.

Beauty & Business Award

The Beauty and Business Award presents a Beauty and Business Award certificate and yard sign to a business each quarter to recognize businesses in the community for their improvement, upkeep, cleanliness and beautification efforts. By awarding those businesses who keep their property beautiful and clean, it is our hope to motivate others in the City to do the same.



Campus Affiliate Program

Engaging youth in sustainable practices and volunteerism helps to instill these values later in life. Through the Campus Affiliate Program, KTyB aims to create new and strengthen current green clubs on Tyler area school campuses. By providing support and resources along with education and volunteer opportunities, it is our hope to influence the next generation of Tyler residents to live greener lifestyles.

Environmental Awards

These awards are a new addition to the Keep Tyler Beautiful recognition series. We aim to involve the community in nominating fellow citizens, groups, organizations and businesses who exemplify the KTyB mission.



OTHER EVENTS & PROGRAMS

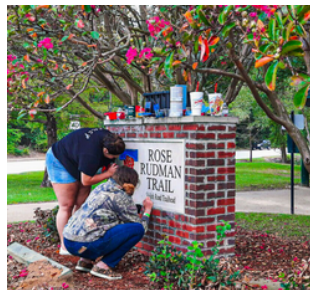
Earth Day Festival

Started in 2022, Keep Tyler Beautiful saw an opportunity to create a community-wide celebration event to coincide with Earth Day. This event brings together local artisans, environmentally friendly businesses and educational opportunities at an all-day celebration in one of Tyler's parks.



Park Service Day

Park Service Day is an annual event that gives Tyler residents an opportunity to help beautify community parks through several restoration projects. Each September on Park Service Day, hundreds of volunteers participate in beautification projects such as litter cleanups, flowerbed restoration, painting, replacing mulch at playgrounds, and various other activities. Park Service Day has been a great way for residents to give back to neighborhood parks and the community itself.



Tyler Grow Green Program

The Grow Green Program encourages local gardeners and property owners to educate themselves about the chemicals they are using to maintain their landscapes by providing education and resources about native planting and integrated pest management. These plans are also implemented city-wide by the Parks and Recreation Department who maintain all 28 city Parks, along with the trails and Tyler Municipal Rose Garden.

HOW ELSE CAN I GET INVOLVED?



In Kind Donations

Keep Tyler Beautiful is always looking to partner with local business to provide food, prizes and advertising for our events and programs. If you are interested in donating items or services, please contact us at ktyb@tylertexas.com or (903) 531-1335. In kind donors will be recognized at the sponsor level that matches the value of the donated items or service.

Volunteer

If your business, organization or group is looking for ways to get involved and give back to the community, Keep Tyler Beautiful would love to help! Create opportunities for team bonding and make a positive impact by volunteering at one of our community events or we can book a service event for just your team that works with your busy schedule.



Event Booth

Keep Tyler Beautiful hosts two vendor events each year, Earth Day Festival and Bee Day in the Garden. If you would like to participate in these events by setting up a booth, let us know. These events cost \$50 each unless you are an Event Sponsor but are a great way to connect and market with the community. We also have booth availability at our volunteer events for all Event Sponsors, if arranged in advance. We ask that items given away at the booth be eco-friendly and booth decorations be reusable.

HOW TO CONTACT US?



1718 W. Houston St. Tyler, TX



ktyb@tylertexas.com



(903) 531-1335



www.KeepTylerBeautiful.com

