



**HOLD ON TO YOUR BUTT (HOTYB)**  
CANISTER SPONSORSHIP PROGRAM

# HOLD ON TO YOUR BUTT (HOTYB) CANISTER SPONSORSHIP PROGRAM



The Surfrider Foundation Portland Chapter's Hold On To Your Butt program aims to educate, raise awareness and reduce cigarette butt litter in the City of Portland. We take a proactive approach in stopping the flow of cigarette butt litter from sidewalks to storm drains, and ultimately to our ocean, by affixing cigarette butt receptacles in heavy (smoking) use pedestrian areas.

## Environmental Impact of Cigarette Butts

- Cigarette butts are the most littered item in the world, an estimated 5 trillion are discarded each year.
- Cigarette butts were the #1 item picked up by Surfrider volunteers at the chapter's Green Streets stewardship events and on Oregon's beaches.
- Filters are made of cellulose acetate, a plastic, which DOES NOT biodegrade
- Cigarette butt filters are toxic waste. When wet, they leach toxins, posing a threat to marine life and freshwater fish.

**5 TRILLION  
DISCARDED  
EACH YEAR**

**“EDUCATE, RAISE  
AWARENESS, AND  
REDUCE CIGARETTE  
BUTT LITTER”**

## Help Be a part of the Solution

- Attractive community ashcans affixed on poles in heavy pedestrian areas can reduce cigarette butt litter and improve the quality of business districts for residents and visitors.
- Your business or organization can sponsor Community Ashcans to immediately improve our community, and reduce the impact of cigarette litter on our streets, beaches, and our ocean.
- Community Ashcans are installed in locations approved by our partners, who are responsible for maintenance and emptying the ashcans. Partner with the Surfrider Foundation today to reduce local cigarette butt litter.

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## HOTYB Canister Installation Program

### What We Do (our offer)

- Provide design template for personalizing branding space on HOTYB canisters
- Provide canisters at wholesale cost (canister + sticker)
- Provide program and impact information
- Provide promotion of business (district) for their efforts in helping reduce debris entering our waterways (Business listed on Chapter website, social media posts, coverage in PDX chapter + statewide newsletter)

### What You Do (our expectations)

- Purchase HOTYB Canister = \$90
- Secure any permits / permissions needed for canister installation.
- Complete installation
- Maintain all canisters (emptying cigarette butts)
- Provide feedback to Surfrider on usage stats, ways to improve program / partnership / maintenance
- Create a graphic / logo that fits within design template



### What does it cost?

\$90 x \_\_\_\_\_ HOTYB Canisters

Total Order - \$ \_\_\_\_\_

\*Attached is our tax-deductible contribution form



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## **Community HOTYB Canister Sponsorship**

Person / Business / Organization:

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Representatives Name / Contact Info:

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Address:

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Phone:

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Email:

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