



City of Philadelphia  
Zero Waste and Litter Cabinet

## ZERO WASTE PARTNERSHIP PROGRAM

### **Philadelphia Marathon**

On November 19, 2017

89.25% Diversion Rate Achieved

### **Welcome to the Zero Waste Partnership Program!**

Congratulations! The Philadelphia Marathon is officially a Zero Waste Partner, Silver Status, for the year of 2017 – 2018.

The Zero Waste Partnership Program is a new way for the City to collaborate with local businesses, organizations, and events on achieving Zero Waste in Philadelphia. Not only does this program promote Zero Waste practices throughout the city, but it encourages knowledge sharing between the City and Zero Waste Partners.

Becoming a Zero Waste Partner is a great way to show the community that the Philadelphia Marathon is committed to making Philadelphia a cleaner and more sustainable city. As an Event Partner, you now have access to incentives that promote your new status. Partners receive an exclusive marketing package – including a branded digital decal to display on your website and post on social media. Additionally, you will be recognized in the City's Zero Waste marketing publications and websites, including the Zero Waste and Litter Cabinet's yearly progress report.

Along with your digital decal (which designates your Partnership Status), you will receive a list of guidelines for the Zero Waste Partnership Program specific to Zero Waste Events. Please review these guidelines to ensure that your Event continues to receive acknowledgement for its Zero Waste efforts year after year. Please note that your current Partnership status expires one year from the close of the month during which your event took place. When you renew your Partnership, you have the opportunity to increase your Status. Events that achieve a 70% waste diversion rate receive Silver Partnership Status; Events with a 90% waste diversion rate receive Gold Status.

Please do not hesitate to reach out to our team with any questions or feedback. Congratulations again and thank you for your commitment to achieving Zero Waste in Philadelphia!

Sincerely,

**City of Philadelphia Zero Waste and Litter Cabinet**