

Why Sponsor Keep the Midlands Beautiful (KMB)?

- We have 36 years of proven service to the Lexington and Richland County communities.
- In 2024, we recruited 6,027 volunteers who spent 16,841 hours removing 189,807 pounds of litter and 860 bags of recyclables at 738 events. Keep America Beautiful calculates this to be a contribution of \$564,005 to our community.
- In recent years, we have expanded our staff from five to eight. We are working hard to improve but we need your help.
- Today's customers want to work with environmentally conscious businesses.
- We will recognize your company's valuable contribution in our many marketing materials.
- We are a 501 (c) (3) nonprofit organization and will provide a receipt for your tax-deductible donation.

Sponsorship Menu

Sole Program Sponsorship

- ☐ \$1,000 – Community Service Program
- ☐ \$2,000 – Annual Shoe Drive (Jan)
- ☐ \$3,000 – Green Step School Program
- ☐ \$4,000 – Annual Great American Cleanup
- ☐ \$4,500 – One outdoor mural
- ☐ \$5,000 – WasteWise Events
- ☐ \$5,000 – Annual Volunteer & Partner Appreciation Event
- ☐ \$5,000 – All Monthly Spotless Service Saturdays
- ☐ \$6,000 – One Time Cleanups
- ☐ \$8,000 – Litter Lessons in Schools

☐ Shared Program Sponsorship

- ☐ ≥ \$500 – Lake Sweep, River Sweep
- ☐ ≥ \$500 – Annual Volunteer & Partner Appreciation Event
- ☐ \$1,000 – One Spotless Service Saturday
- ☐ ≥ \$1,500 – New “Do Beautiful Things” Campaign
- ☐ ≥ \$3,000 – Adopt-A-Street
- ☐ ≥ \$4,000 – Adopt-A-Waterway
- ☐ ≥ \$5,000 – Adopt-A-Highway
- ☐ Any amount to support general program costs

Sponsorship and recognition are provided for 12 months.

Sponsorship Levels & Benefits

Sponsor Benefits	Diamond ≥ \$15,000	Platinum \$10,000 - \$14,999	Gold \$5,000 - \$9,999	Silver \$2,000 - \$4,999	Bronze < \$2,000
501(c) (3) tax benefit	X	X	X	X	X
Name/logo in Annual Report	X	X	X	X	X
Name/logo and link to your website (if applicable) on KMB's Donation webpage for one year	X	X	X	X	X
Name/logo on webpage of program sponsored for one year (if applicable)	X	X	X	X	X
Annual mention in social media posts	X	X	X	X	
Name/logo on program materials (if applicable)	X	X	X	X	
Mention in program press release (if applicable)	X	X	X		
At least two mentions in social media posts	X	X	X		
Listed as a donor in our electronic newsletter distributed to > 2,700 people every other month	X	X	X		
Option to include an ad in our Annual Report	X	X			
Monthly mention in social media posts	X	X			
Featured as our “Favorite Business/Organization” in our newsletter distributed to > 2,700 people	X	X			
Mention in multiple press releases	X				
Name/logo on KMB's MAIN webpage	X				
Logo on KMB Brochure	X				
Invitation to speak at our Annual Volunteer & Partner Appreciation Event	X				



Keep the Midlands Beautiful Sponsorship / Donation Form

Company Information			
Company/Organization Name			
Website			
Contact Information			
Name of Contact			
Office Phone Number			
Mobile Phone Number			
Email Address			
Mailing Address – Line 1			
Mailing Address - Line 2			
Mailing Address – City			
Mailing Address – State and Zip Code			
Sponsorship Information			
Amount of Donation / Sponsorship		\$	
Payment Method	<input type="checkbox"/> Check	<input type="checkbox"/> PayPal/Credit Card (NOTE: Service fee is deducted)	
	<input type="checkbox"/> Pay Vendor Directly	<input type="checkbox"/> In-Kind	<input type="checkbox"/> Gift Card(s)
Program(s) or Event(s) Being Sponsored	<input type="checkbox"/> Community Service	<input type="checkbox"/> Spotless Service Saturdays	<input type="checkbox"/> Do Beautiful Things
	<input type="checkbox"/> Shoe Drive	<input type="checkbox"/> One-Time Cleanups	<input type="checkbox"/> Mural Beautification Project
	<input type="checkbox"/> Green Step Schools	<input type="checkbox"/> Litter Lessons in Schools	<input type="checkbox"/> Adopt-A-Street
	<input type="checkbox"/> Great American Cleanup	<input type="checkbox"/> WasteWise Events	<input type="checkbox"/> Adopt-A-Waterway
	<input type="checkbox"/> Annual Volunteer & Partner Appreciation Event	<input type="checkbox"/> Lake Sweep / River Sweep	<input type="checkbox"/> Adopt-A-Highway
	<input type="checkbox"/> General Donation to KMB	<input type="checkbox"/> Other:	
Additional Information			
Would You Like a Tax Receipt?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Would you like to receive our electronic newsletter every other month?		<input type="checkbox"/> Yes	<input type="checkbox"/> No

Please submit ***with your high-definition electronic company logo*** to:

Traude Sander (she/hers), Executive Director, Keep the Midlands Beautiful at tsander@kmbc.org
Office: 803-733-2526 * Mobile: (803) 497-5772

Checks (preferred) should be payable to “Keep the Midlands Beautiful” and can be mailed or brought to our office at:
1305 Augusta Rd., West Columbia, SC 29169

Credit card payments may be made on our website at <https://kmbc.org> under DONATE. (Service fee deducted)

Thank You!

Description of Keep the Midlands Beautiful Programs and Events

LITTER PREVENTION PROGRAMS		
Program or Event Name	Frequency	Description
Adopt-A-Highway	Ongoing	Volunteer groups adopt a two-mile stretch of state-maintained road. KMB provides supplies which groups use to remove litter from their adopted roadway at least 4 times a year. DOT removes the bags of litter collected.
Adopt-A-Street	Ongoing	Volunteer groups adopt a two-mile stretch of city-maintained streets within Columbia. KMB provides supplies which groups use to remove litter from their adopted roadway at least 4 times a year. City of Columbia Public Works removes the bags of litter collected.
Adopt-A-Waterway	Ongoing	Volunteer groups adopt waterways including streams, rivers, boat ramps, and islands and remove litter at least 2 times a year using supplies borrowed from KMB. Groups are responsible for disposing of the material they collect.
Community Service	Ongoing	KMB supervises adults and youth in need of community service hours, either court appointed or required for school/clubs, by providing opportunities to work at events and/or remove litter.
Great American Cleanup	Spring	This is an annual nationwide event, held from the first day of spring to the first day of summer (March to June), to encourage all residents to remove litter from their community. KMB holds a kickoff event and encourages all residents to remove litter March through June. Additional funding would allow additional events.
Lake Sweep / River Sweep	Mid- Sep	This is an annual one-day event organized with help from 30 partners, to remove litter and recyclables from three locations around Lake Murray and from all waterways in Lexington and Richland counties. In 2023, 470 volunteers removed over 9,000 pounds from the lake's shorelines, islands, and from beneath the water's surface. Volunteers use their own boats, accept free rides with pontoon partners, or stay on the shorelines. New in 2024, volunteers also conducted cleanups on their own at waterways other than Lake Murray. Due to bad weather, only 288 participated.
One-Time Cleanups	Ongoing	Individuals and groups borrow supplies from KMB to remove litter anywhere anytime throughout the year without making any type of commitment. They are responsible for disposing of the material they collect.
Spotless Service Saturdays	Monthly	KMB staff select an area in need of attention each month and recruit USC students and community volunteers to remove litter from that spot. Supplies, drinks, and snacks are provided. Material is either removed by KMB or a program partner.
RECYCLING PROGRAMS		
Program or Event Name	Frequency	Description
Annual Shoe Drive <div style="border: 1px solid black; padding: 5px; transform: rotate(-15deg); display: inline-block;">Taken for 2025</div>	Mar-May	KMB collects approximately 6,000 pairs of shoes from churches, businesses, schools, and individuals to be sent to developing countries. This program keeps the shoes out of local landfills and encourages residents to reuse.
Paper Shredding Events	Ongoing	KMB offers three paper shredding drop-off events each year for Lexington County residents, two for Richland county residents and one in Irmo for both. Residents may bring up to five (5) boxes or

		bags of paper to each event to be shredded on site at no charge. KMB staffs each event with help from community service workers.
WasteWise Events	Ongoing	KMB provides foldable trash and recycling containers, cigarette butt containers and feather flags that say, "Trash & Recycling Here" at no charge for events of all types and sizes.
BEAUTIFICATION PROGRAMS		
Program or Event Name	Frequency	Description
MLK Neighborhood Improvement Project	Aug 2023-June 2024	KMB obtained two grants worth \$30,000 and partnered with PalmettoPride and Habitat for Humanity to provide training for residents in Columbia's Martin Luther King neighborhood and then improved the homes of 11 elderly and/or disabled residents with help from over 100 volunteers and community service workers.
Mural Beautification Project	2025	KMB has hired an artist to install a mural in Cayce and would like to expand this to all 19 municipalities in Lexington and Richland counties to discourage litter, enhance beautification and instill pride in our local communities. Additional funding will help to expand this project.
EDUCATIONAL PROGRAMS		
Program or Event Name	Frequency	Description
Green Step Schools Program	School Year	KMB staff serve as mentors for 13 schools in Lexington and Richland counties that participate in the statewide Green Step Schools environmental education program. No funds are available at this time for this program. Funds would allow supplies such as compost bins, recycling containers, child-sized safety vests and gloves, refrigerators, watering cans, and more to be provided for hands-on projects.
Litter Lessons in Schools	NEW Ongoing	KMB's Litter Council would like to have School Resource Officers teach PalmettoPride's litter lessons in every elementary and middle school in Lexington and Richland counties to help PREVENT litter in our community. Funding is needed to provide Train-the-Trainer workshops and supply kits.
OTHER		
Program or Event Name	Frequency	Description
Annual Volunteer & Partner Appreciation Event	September	Each year, KMB holds an annual event to recognize and thank our program/event sponsors and our dedicated, hard-working volunteers. This is a casual, private gathering at the Lake Murray beach with a short award ceremony, games, and food trucks sponsored.
Do Beautiful Things Campaign	NEW – Ongoing	KMB was selected to participate in CreateAthon with Riggs Partners and was the beneficiary of their incredible, free advice. Funds would be used for a rebranding and new "Do Beautiful Things" campaign to encourage residents to do a variety of things that make our community a more attractive, healthier, happier, and safer place for all of us to live.
General Donation to KMB	Ongoing	Most donations received are for specific projects or events. As a nonprofit, we need funding to help cover general operating expenses, salaries, insurance, replacement of aging equipment such as a washer and dryer, truck, and computers and the cost of small programs (e.g. two-day classes for residents and Litter Task Force)