

Why Sponsor Keep the Midlands Beautiful (KMB)?

- Today's customers want to work with environmentally conscious businesses.
- We have 37 years of proven service to the Lexington and Richland County communities.
- In 2025, we recruited 6,737 volunteers who spent 18,057 hours (*which is the same as one person working 24-hours a day for over two years*) removing 217,964 pounds of litter (or the equivalent of about three blue whales) and 708 bags of recyclables at 817 events. Keep America Beautiful calculates this to be a contribution of \$628,203 to our community.
- We have expanded our staff, our budget, and our programs. We are working hard to improve but we need your help.
- We will recognize your company's valuable contribution in several ways.
- We are a 501 (c) (3) nonprofit organization and will provide a receipt for your tax-deductible donation.

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 (\$500 or more)	X	X	X	X	X
Name/logo and link to your website (if applicable) on KMB's Donation webpage for one year (≥\$500)	X	X	X	X	X
Name/logo on webpage of program sponsored for one year (if applicable, ≥\$500)	X	X	X	X	X
Photo taken with our giant check (≥\$1,000)	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

Keep America Beautiful® Affiliate

Updated July 2026



Keep the Midlands Beautiful 2026 Sponsorship and 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		Zip Code	
Sponsorship Information			
Amount of Donation / Sponsorship		\$	
Date of Donation			
Payment Method	☐ Check	☐ PayPal/Credit Card (Please cover the service fee)	
	☐ Pay Vendor Directly	☐ In-Kind	☐ Gift Card(s)
Program(s) or Event(s) Being Sponsored	☐ Community Service	☐ Spotless Service Saturdays	☐ Do Beautiful Things
	☐ Shoe Drive	☐ One-Time Cleanups	☐ Mural Beautification Project
	☐ Green Step Schools	☐ Litter Lessons in Schools	☐ Adopt-A-Street
	☐ Great American Cleanup	☐ WasteWise Events	☐ Adopt-A-Waterway
	☐ Annual Volunteer & Partner Appreciation Event	☐ Lake Sweep / River Sweep	☐ Adopt-A-Highway
	☐ General Donation to KMB	☐ Other:	
Additional Information			
Would You Like a Tax Receipt?		☐ Yes	☐ No
Sign me up for the quarterly electronic newsletter		☐ I/we already receive it	☐ Yes ☐ No

Please send with your high-definition electronic company logo to:

Traude Sander (she/hers), Executive Director, Keep the Midlands Beautiful at tsander@kmbisc.org
Direct 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://kmbisc.org> under DONATE. (Please cover the service fee.)

Thank You!

Sponsorship Menu & Description of Programs / Events

Sponsorship and recognition are provided for 12 months.

LITTER PREVENTION PROGRAMS				
Program or Event Name	Frequency	Description	Sole Sponsorship	Minimum Shared Sponsorship
Adopt-A-Highway	Ongoing	Volunteer groups adopt a two-mile stretch from our list of 568 state-maintained roads. KMB provides supplies which groups use to remove litter from their adopted roadway at least four times a year. In 2025, we had 3,722 volunteers participate in this program. They spent 11,342 hours (which is equal to one person working 24 hours a day for 1.2 years) removing 126,160 pounds of litter (or almost two full shipping containers) and 434 bags of recyclables over the course of 518 litter removal events. <i>Your funds would be used for supplies (litter grabbers, safety vests, cloth gloves, slow down signs, supply tubs, etc.) and rewards for our hardworking volunteers.</i>	N/A	\$500
Adopt-A-Street	Ongoing	Volunteer groups adopt a city-maintained street from our list of 88 within Columbia. KMB provides supplies which groups use to remove litter from their adopted roadway at least four times a year. In 2025, we had 742 volunteers participate in this program. They conducted 109 cleanups and removed 18,136 pounds of litter (the equivalent of three African elephants) and 54 bags of recyclables. <i>Your funds would be used for supplies (litter grabbers, safety vests, cloth gloves, slow down signs, supply tubs, etc.) and rewards for our hardworking volunteers.</i>	N/A	\$500
Adopt-A-Waterway	Ongoing	Volunteer groups adopt one of the 80 waterways across Lexington or Richland Counties including streams, rivers, boat ramps, and Lake Murray islands and remove litter at least two times a year using supplies borrowed from KMB. In 2025, 722 volunteers participated in this program and removed 27,083 pounds of litter (the equivalent of a full-size school bus) and 83 bags of recyclables from our waterways. <i>Your funds would be used for supplies (extra-long litter grabbers for riverbanks, mesh bags, tarps for boats and car trunks, supply tubs, etc.) and rewards for our hardworking volunteers.</i>	N/A	\$500
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 remove litter, work at events or in our office (e.g. folding safety vests and gloves and washing litter grabbers). In 2025, we supervised 20 youth and 42 adults who worked a total of 162 hours which included the removal of 193 bags of litter. <i>Your funds would be used for supplies for the adults removing litter and for drinks and snacks for youth working in our office and at paper shredding events.</i>	\$2,500 <i>(taken until Oct, 2026)</i>	\$500
Great American Cleanup & SC Sweep	Spring	The Great American Cleanup is an annual nationwide campaign, held from the first day of spring to the first day of summer (March to June). The SC Sweep is a statewide campaign held the first 10 days of spring. Both encourage all residents to remove litter from their	\$1,000	\$500

		community. KMB holds a kickoff event and encourages all residents to remove litter March through June. <i>Funding is used for educational, campaign, and competition materials, as well as snacks, supplies, and swag for volunteers.</i>		
Lake Sweep / River Sweep	3 rd Sat in Sep	This is an annual event organized with help from 30 partners, to remove litter and recyclables from three locations around Lake Murray and from all 80 waterways in Lexington and Richland counties. As many as 450 volunteers have participated removing over 15,000 pounds of litter, recyclables, and bulk items. <i>Funding is used for event t-shirts, supplies, drinks, snacks, and small give-a-way items. If interested, please request the event sponsorship packet.</i>	N/A	\$500
One-Time Cleanups	Ongoing	Individuals and groups borrow supplies from KMB to remove litter anywhere anytime throughout the year without any commitment. In 2025, 1,374 volunteers conducted 126 cleanup events in this program removing 40,235 pounds of litter (or the equivalent weight of a loaded concrete mixer) and 137 bags of recyclables. <i>Funding is used for supplies and program marketing.</i>	\$2,000	\$500
Spotless Service Saturdays	Monthly	KMB staff select eight areas in need of attention across Lexington and Richland Counties and recruit USC students and community volunteers to remove litter from each spot. Supplies, drinks, snacks and small give-a-way items are provided as incentives for community involvement. In 2025, 177 volunteers removed 6,350 pounds of litter. Youth groups, students of all ages, families and young couples often participate. <i>Your funds would be used for supplies, snacks, drinks, small give-a-ways, and to promote this program which often helps us recruit groups for our Adopt-A-Programs.</i>	\$3,000	\$500
RECYCLING PROGRAMS				
Program or Event Name	Frequency	Description	Sole Sponsorship	Min. Shared Sponsorship
Annual Shoe Drive	Feb-April	KMB collects approximately 5,500 pairs of gently used and new shoes each spring from churches, businesses, schools, town halls, chambers, and individuals to be sent to developing countries. This program keeps the shoes out of local landfills and encourages residents to reuse. <i>Funds would be used for branded wraps for the trash can containers used to collect shoes at 20+ sites.</i>	\$4,000	\$500
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 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. <i>Funds would be used towards the cost of the shred trucks and for snacks and drinks for those unloading the paper from vehicles.</i>	N/A	\$500
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. <i>Funds would be used for trash and recycling bags and for additional feather flags.</i>	\$1,500	\$500

BEAUTIFICATION PROJECTS				
Program or Event Name	Frequency	Description	Sole Sponsorship	Min. Shared Sponsorship
Mural Beautification Project	Ongoing	KMB installed a “Greetings from Swansea” mural in July, 2025, a “Greetings from Lexington” mural in March, 2026, a “Greetings from Columbia” mural in Finlay Park in June, 2026 and is preparing to install a “Greetings from Springdale” mural in July, 2026. We would like to install these in as many of the 19 municipalities in Lexington and Richland Counties as possible to instill pride in our local communities and discourage littering. Forest Acres, South Congaree and Batesburg-Leesville have already submitted applications and others are interested but <i>we need more sponsors.</i>	\$5,000 - \$7,500 per mural	Negotiable
EDUCATIONAL PROGRAMS				
Program or Event Name	Frequency	Description	Sole Sponsorship	Min. Shared Sponsorship
Green Step Schools Program	School Year	KMB staff serve as mentors for 25 schools in Lexington and Richland counties that participate in the statewide Green Step Schools environmental education program. <i>Funds are used for hands-on project supplies such as compost bins, recycling containers, child-sized safety vests and gloves, refrigerators, and watering cans.</i>	\$2,500	\$500
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. <i>Funding is needed to provide Train-the-Trainer workshops and full supply kits.</i>	\$2,500	\$500
OTHER				
Program or Event Name	Frequency	Description	Sole Sponsorship	Min. Shared Sponsorship
Annual Volunteer & Partner Appreciation Event	Varies	Each year, KMB holds an annual event to recognize and thank our program/event sponsors and our dedicated, hard-working volunteers. <i>This is a casual, private gathering. Funds would be used for food trucks and games.</i>	\$2,500	\$500
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 our washer and dryer, truck, and computers and the cost of trainings and meetings (e.g. our Litter Task Force meetings, Group Leader trainings, etc.). <i>Please consider a general donation to support everything we do.</i>	N/A	N/A