



# A LASTING IMPRESSION

## STEEL PINT PROGRAMS FOR EVENTS

**Adopting our pint program** can turn the traditional overhead cost of disposables into a source of pride and profit. Say goodbye to the cost of single-use containers and the resources required to clean them up and haul them away. Klean Kanteen pints produce revenue and generate goodwill. Best of all, your event reaps the positive energy that comes with providing a plastic-free event, and fans walk away with a product they love that will last a lifetime.



## LEVELS OF ENGAGEMENT

### LEVEL 1



### GENERAL MERCHANDISE

Make co-branded Steel Pints available for purchase as general merchandise. Pints can be filled and refilled with beverages (non-alcoholic and alcoholic).



### LEVEL 2



### CUP KARMA

Incentivize reusables and make single-use less attractive. Successful strategies include offering refills in Steel Pints at prices below that of beverages served in plastic, and marketing the merits of choosing a reusable.

### LEVEL 3



### FULL REPLACEMENT

Removes the option of using single-use pint cups by requiring all alcoholic beverages to be consumed from Steel Pints. Commonly includes the Steel Pint into the cost of admission.

Can be expanded to replace every beverage served in cups or bottles at event.

**PRICING: PLEASE SEE ATTACHED PRICING SHEET FOR MORE INFORMATION**

#### GENERAL CONTACT

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#### COBRAND CHANNEL MANAGER / JAMES FORTE

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# BE THE CHANGE YOU WANT TO SEE

## OUR SIMPLE SOLUTION: DON'T HAND OUT TRASH

**Klean Kanteen has been at the forefront** of making events truly sustainable since 2004, raising the green bar from recycling and composting to actually eliminating unnecessary waste. Most of our steel pints are still in regular use today, continuing to offset single-use waste in backyard BBQs, camping trips, and parties. Each pint can serve as both a beloved keepsake and useful everyday item.



### SUCCESS STORY



#### FloydFest & Kanteen Xperience

Started in 2002 on a small farm near Floyd, Virginia, FloydFest has become a model for the independent, grassroots, multi-genre, family-friendly outdoor music festival. The anniversary edition, aptly named FloydFest X, created a whole new eXperience with the help of Klean Kanteen.

**YEARS:** 2011, 2012, 2013

**ATTENDANCE:** 10,000 p/day

**STEEL PINT SALES:** ~12,000 p/festival



*"Our partnership with Klean Kanteen is a shining example of how working together for a common goal makes a difference. FloydFest has reduced almost all disposable cup use by providing attendees the opportunity to purchase a beautiful Steel Pint Cup branded with each year's festival artwork. Now collector's items for our attendees, the cups have contributed to our commitment to reducing waste and becoming a greener event. Klean Kanteen staff are great to work with and we're looking forward to continuing the partnership for many years to come."*

- Linda DeVito, Event Promoter

