

e-Waste Recycling Program

Strategic Partnership Benefits:

- ▶ You will attract the business of environmentally conscious customers.
- ▶ Your customers will see you as a green resource.
- ▶ You will help keep e-waste out of our landfills.
- ▶ A link and logo will appear on our Partners Page.
- ▶ Free flyers and window decals.



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CA Integrated Waste Board #108091

Strategic Partnerships that Make Sense.

One of the most important, yet least known facts about electronic waste (e-waste) is that it is the fastest growing solid waste stream in the United States. Even though it accounts for less than two percent of the waste in landfills, e-waste is responsible for over ninety percent of landfill pollution. That is why, in 2003, the State of California banned electronics from being dumped into our landfills. In 2006, Recycle San Diego was created to properly collect and recycle unused and unwanted electronics.

Our goal is to develop an eco-friendly strategic partnership with you. This mutually beneficial relationship would be a highly efficient way for us both to reach consumers and businesses who need to dispose of e-waste. By partnering with us, you will be giving your customers a resource that helps them save time, gas, and money, all while doing the right thing.

We work with our partners to create a strategic cause marketing campaign, which accomplishes the following:

- Cross-links your website with ours, thus increasing your organic Google rank
- Distributes both of our organizations' marketing materials
- Makes it easy for you to sponsor e-waste events
- Promotes our e-waste events
- Allows you to use e-newsletters to educate your customers about our easy four-step recycling process

If you are interested in becoming part of our network, please contact me today. I will provide you with the following right away, all at no cost to you:

- Your logo and link on our website and in our e-newsletter
- Free flyers
- Free window stickers for your retail space, car, office, etc.

Thank you for your interest, I look forward to hearing from you soon.

Best Regards,

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