



Celebrating 70 Years of Preserving Pennsylvania's Natural Resources

Radisson Hotel Valley Forge
King of Prussia, PA
November 12, 2009

PRC

Pennsylvania Resources Council, Inc.

PRC is changing the way Pennsylvanians live and work, whether it is teaching them how to turn waste into resources, advance alternative energy, or live sustainably. However, we can't do it alone.



This year will be especially festive as we celebrate *70 Years of Preserving Pennsylvania's Resources*. Our program will touch on historic successes and future goals of the organization as we look toward the next 70 years of preserving and protecting Pennsylvania's visual beauty and quality lifestyle. How can you help?

We need dinner sponsors to increase our revenues at our celebration this November 12th. The most prominent sponsorship is our **Diamond Level Sponsor**, followed by our **Platinum, Gold, and Silver Levels** described on the following page. Featuring international wines at our wine tasting prelude, or sponsoring a unique cuisine station is another way to help. All of these tax deductible sponsorships* benefit from recognition at the event and in our program booklet.

Looking for other ways to help? We're always looking for gift items for our **Silent Auction**. We have seen a flurry of fast-paced bidding over gifts such as:

- Box seats and other tickets for 76ers, Eagles, Phillies, Flyers, and Penguins games
- Autographed sports memorabilia
- Overnight hotel and dinner for two
- Fly rod and fisherman's basket, iPod, and other gift baskets

If you can't donate a gift, then be sure to come and bid on some great items!

* PRC is a registered charitable organization and contributions are tax deductible to the extent allowed by IRS regulations.

The 70th Anniversary Celebration is our only 2009 statewide fundraising event that will generate important, unrestricted funds for PRC's environmental advocacy, education, and programs in hot new areas such as waste-to-energy, green development and innovative recycling practices.

Sponsorship Opportunities



Diamond Level Sponsor (\$7,500)

You can be the crown jewel of our sponsors! You'll receive a 12-ticket set, a full-page ad in our 70th Anniversary Program booklet, a full-page ad in our slideshow, and receive special recognition throughout the evening. Your donation will provide the maximum value for PRC by supporting our efforts to promote, publicize, and advertise this event as well as support our vast array of programs.



Platinum Level Sponsor (\$3,000)

As our Platinum Level Sponsor, you'll support our programs while receiving a 10-ticket set, a full-page ad in our 70th Anniversary Program booklet, and a full-page ad in our slideshow.



Gold Level Sponsor (\$2,000)

Gold Level Sponsors support our programs while receiving an 8-ticket set, a half-page ad in our 70th Anniversary Program booklet, and a listing in our slideshow.



Silver Level Sponsor (\$1,500)

Silver Level Sponsors support our programs while receiving a 6-ticket set, quarter-page ad in our 70th Anniversary Program booklet, and a listing in our slideshow.



Wine or Palette Sponsor (\$1,500)

Your business can enhance the evening by providing exceptional food or beverage for our guests. Display your company name at the station of your choice. You'll also receive a 6-ticket set, quarter-page ad in our 70th Anniversary Program booklet, and a listing in our slideshow.

Looking for other ways to sponsor? Please contact the PRC for other sponsorship and advertising opportunities.

Working to protect the environment since 1939

PRC

1939

PRC, then known as the Pennsylvania Roadside Council, was founded as one of Pennsylvania's oldest environmental organizations.

1940s

Established "scenic highway designations" in Pennsylvania and expanded public interest in scenic beautification • Exhibited a model "Roadside Rest" at the Philadelphia Flower Show

1950s

Created the "Model Mile Award" to recognize volunteer efforts to beautify roadsides • Created the Litterbug character and "Don't be a Litterbug" and "Take the Pledge Not to Litter" campaigns • Produced anti-billboard film "Highway Dollars and Sense"

1960s

Collaborated in the passage of HB 560, Pennsylvania's first billboard control legislation • Joined Lady Bird Johnson for passage of 1965 Beautification Act (billboard removal on interstate highway scenic areas) • Developed guidelines for preserving recreational and historic areas during highway construction

1970s

Participated in First Earth Day, 1970 • Assisted in creating the Environmental Planning and Information Center • Developed anti-litter publications: *Litter Control in the Community* and McDonald's-funded *Take Me to Your Litter*

1980s

Established Pennsylvania's first recycling hotline, handling 10,000 calls annually • Served on Federal Highway Administration's National Advisory Committee • Developed Environmental Shopping Program and first Environmental Shopping Conference for EPA • Recycling workshops and publications for teachers for PA Dept. of Education and communities • Active role in passage of Act 101, Pennsylvania's mandatory recycling law

1990s

Legislative advocacy: Superfund, Brownfields Development, Environmental Stewardship and Recycling Funds • Licensed the Litterbug icon to PADEP, PennDOT, NASA, and others • Worked to get scenic designations prohibiting billboards on I-476 (the Blue Route) and Route 30 bypass • Received national Scenic America's Stafford Award for outstanding contribution in preserving scenic beauty • Helped create the Green Building Alliance and Construction Junction for recycling construction materials • Created the Environmental Living Education/Demonstration Center in Ridley Creek State Park • Established the "Business for Green America" environmental stewardship program

2000s

PRC reaches 20,000 students and adults annually with environment, energy, and ecology programs • Named "State Litter Coordinator" for Pennsylvania, subsequently establishing Keep Pennsylvania Beautiful • Administrator for SWPA HHW Task Force, collecting 1.9 million pounds of HHW from over 19,500 participants • Supports alternative energy technology and helped launch Steel City Biofuels

2010 & Beyond

PRC initiates innovative partnerships in recycling food waste and agricultural composting • New green technologies and alternative energy exhibits showcased at the Environmental Learning Demonstration Center • Designed and kick off of Zero Waste Pittsburgh • PRC provides waste minimization consulting and services to special events with up to 500,000 attendees



Become a Member Today at PRC.org

Newtown Square Office 610-353-1555 • 610-353-6257 fax

Pittsburgh Office 412-488-7490 • 412-488-7492 fax