

## About iRecycle



In the spring of 2008, URRC and Spartanburg Coca-Cola distributors partnered together to launch iRecycle, an innovative recycling program in Spartanburg County schools. URRC provides recycling bins and other promotional supplies to get the students involved in recycling and Coca-Cola then collects these recyclable items after delivering their products to the schools. A prototype program was started in Spartanburg School District 5, holding a naming contest for the program. Christina Jackson from Florence Chapel Middle School won, choosing the name "iRecycle." The program has been a tremendous success, operating in schools, businesses, and throughout the community, with plans to continue expanding!

Since iRecycle began we have collected **1,300,000** bottles from our community! This has saved 270 cubic yards of landfill space.

URRC and Coca-Cola are very excited to announce the winners of the iRecycle scholarships. Amber Osment from Chesnee High School, Sarah DeVos and Komal Patel from Byrnes High School all received scholarships. Our goal, with the help of this race, will be to give a scholarship to all participating high schools.

We have also sponsored the Upstate Chapter of Wildlife Action "Lost Acres" outdoor education center. These funds will help to restore the forest and teach younger generations about responsible environmental stewardship.

Visit [www.irecycledoyou.net](http://www.irecycledoyou.net) for more information

## Planning Committee

Brandy Gutierrez, URRC  
Lawson Hayes, URRC  
Tonya Martin, URRC  
Tony Price, Spartanburg Coca-Cola  
Mitch Kennedy, City of Spartanburg  
Mandy Merck, City of Spartanburg  
Jane Warner, City of Spartanburg  
Darryl Goodwin, City of Spartanburg  
Brian Wofford, City of Spartanburg  
Lieutenant Tim Suber, Spartanburg Public Safety  
April Huttunen, Spartanburg Regional Healthcare System  
Brian Edwards, Spartanburg Running Club

## URRC, Coca-Cola, & NURRC

Headquartered in Spartanburg, SC, URRC was founded in 1992. The company originally provided services to the polyester or PET, silver film recovery market. In 1994, it developed and patented the UnPet process for chemically super cleaning PET (polyethylene terephthalate) chip for food grade packaging. In 1996 it entered into a development agreement with The Coca-Cola Company to perfect the process for "bottle-to-bottle recycling." In 2000 the FDA (Food and Drug Administration) issued its letter of non-objection to clear the way for commercial food grade applications.



As part of Coca-Cola's long-term initiative to have 100 percent of its plastic bottles recycled or reused, URRC signed an agreement with Coca-Cola in 2007 to form a new venture, NURRC. Coca-Cola invested \$60 million to build a new facility, forming the largest bottle-to-bottle recycling plant in the world. The new plant expanded URRC's existing operations from 10 million pounds of recycled chip to 100 million pounds per year. In addition to the financial and energy-saving benefits of recycling plastic, the Spartanburg plant is expected to eliminate the production of one million metric tons of carbon dioxide emissions over the next ten years.

Visit [www.urrc.net](http://www.urrc.net) for more information

FOR MORE EVENT INFORMATION PLEASE CONTACT:  
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United Resource Recovery Corporation  
5396 N. Blackstock Road | Spartanburg, SC 29303





## Event Overview

URRC, LLC, Spartanburg Coca-Cola and the City of Spartanburg will host the 2nd annual iRecycle Run, Spartanburg Half marathon, on October 9, 2010. This event will benefit scholarships given through the iRecycle program and community recycling efforts.

Our inaugural run was a tremendous success attracting over 500 runners to our community! We will continue to grow by utilizing print, radio and television advertising.

In addition to the Half Marathon we will also have a 5K and Kids Fun Run, there will be something for everyone!



## Benefits of Sponsorship

Event Sponsorship is unique because it delivers a powerful brand message through memorable consumer experiences and awareness. Environmental awareness and "green" living are major focuses of our culture today. Your sponsorship helps promote recycling in our community and funds higher education.

Be a part of bringing one of the most popular race formats in the country to Spartanburg!



## Sponsorship levels

### GREEN SPONSOR - \$5,000



- Named as a presenting sponsor of the event
- Prominent logo and/or company name on all promotions and publicity including press releases, advertising, applications, and t-shirts
- Hyperlink to your website from ours
- Banner space and signage at start and finish lines
- Tent space at finish line and awards celebrations
- Opportunity to provide promotional items on race day (with item approval from race committee)
- Ten complementary race entries and t-shirts

### RED SPONSOR - \$2,500



- Prominent logo and/or company name on all promotions and publicity including press releases, advertising, applications, and t-shirts
- Hyperlink to your website from ours
- Banner space and signage at start and finish lines
- Tent space at finish line and awards celebrations
- Opportunity to provide promotional items on race day (with item approval from race committee)
- Eight complementary race entries and t-shirts

### GOLD SPONSOR - \$1,000



- Prominent logo and/or company name on all promotions and publicity including press releases, advertising, applications, and t-shirts
- Hyperlink to your website from ours
- Tent space at finish line and awards celebrations
- Opportunity to provide promotional items on race day (with item approval from race committee)
- Five complementary race entries and t-shirts

### SILVER SPONSOR - \$500



- Logo on race t-shirts
- Tent space at finish line and award celebrations
- Opportunity to provide promotional items on race day (with item approval from race committee)
- 2 complementary race entries and t-shirts

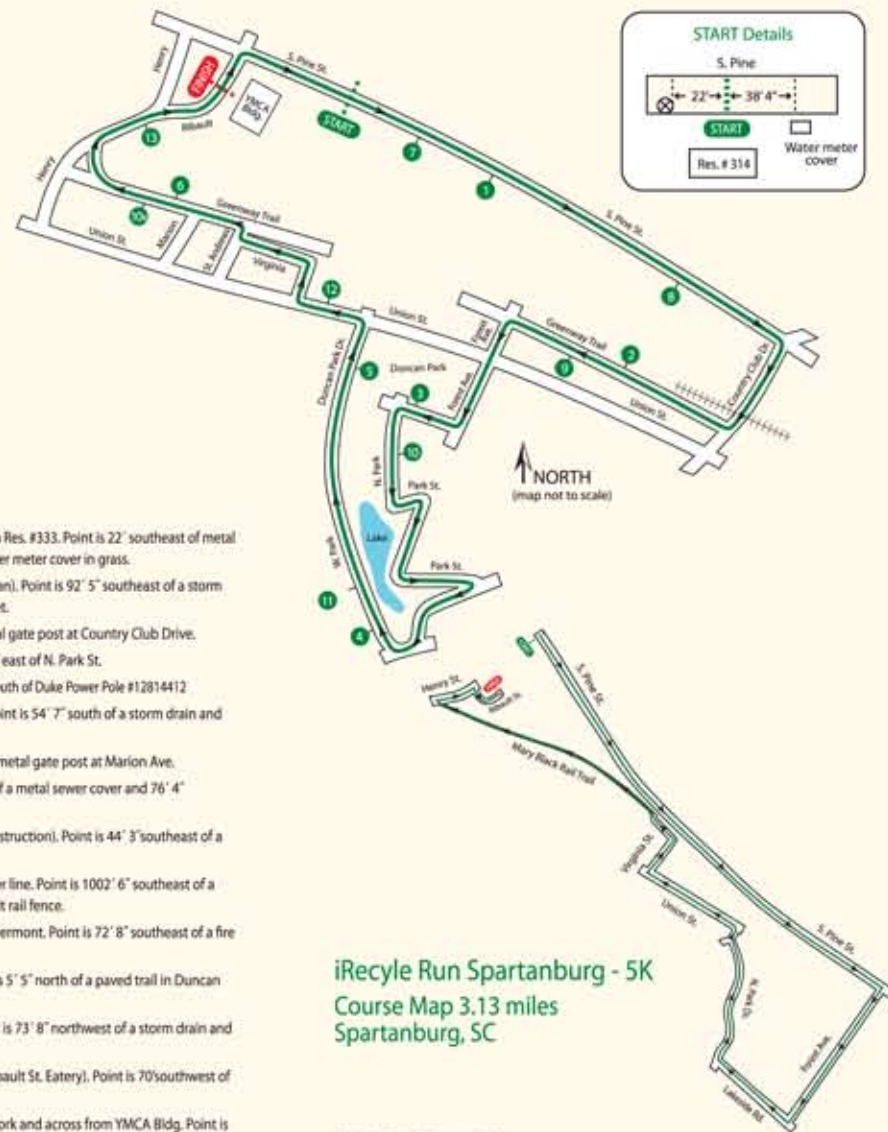
### BRONZE SPONSOR - IN KIND DONATIONS



- Logo on race t-shirts
- One complementary race entry and t-shirt

### iRecycle Run Spartanburg Half Marathon Course Map 13.1 miles (2 Loops) Spartanburg, SC

SC07027BS



#### LOCATION OF KEY POINTS

- START** On S. Pine in front of Residence #14 and across from Res. #333. Point is 22' southeast of metal water meter in street and 38' 4" northwest of a metal water meter cover in grass.
- 1 MILE:** On S. Pine in front of #906 (Case Bros. Piano & Organ). Point is 92' 5" southeast of a storm drain and 9' 2" northwest of a metal sewer cover in street.
  - 2 MILE:** On Greenway Trail. Point is 548' northwest of metal gate post at Country Club Drive.
  - 3 MILE:** On Lakeside beside Res # 201 Park. Point is 107' 9" east of N. Park St.
  - 4 MILE:** On W. Park St. beside Res #240 driveway. Point is 144' south of Duke Power Pole #12814412
  - 5 MILE:** On Duncan Park Dr. beside ballfield parking lot. Point is 54' 7" south of a storm drain and 104' north of a fire hydrant on west side of street.
  - 6 MILE:** On Greenway Trail. Point is 771' 8" northwest of a metal gate post at Marion Ave.
  - 7 MILE:** (2nd Loop) On S. Pine St. Point is 3' 6" northwest of a metal sewer cover and 76' 4" southeast of a storm drain.
  - 8 MILE:** (2nd Loop) On S. Pine St. beside #1002 (Brook Construction). Point is 44' 3" southeast of a metal water main cover.
  - 9 MILE:** (2nd Loop) On Greenway Trail under a major power line. Point is 1002' 6" southeast of a metal post at Forest Ave. and 705' northwest of Park split rail fence.
  - 10 MILE:** (2nd Loop) On N. Park Dr. at the intersection of Rivermont. Point is 72' 8" southeast of a fire hydrant.
  - 11 MILE:** (2nd Loop) On Park Dr. in front of Res #250. Point is 5' 5" north of a paved trail in Duncan Park and 78' 5" south of a fire hydrant.
  - 12 MILE:** (2nd Loop) On Union St. in front of Res #780. Point is 73' 8" northwest of a storm drain and 43' 5" southeast of a metal gas meter cover.
  - 13 MILE:** (2nd Loop) On Henry St. across from Bus. #351 (Ribault St. Eatery). Point is 70' southwest of Ribault St.
- FINISH** On Ribault St. in front of Regional Physicians Network and across from YMCA Bldg. Point is 37' 7" south of a metal water cover in street and 127' 2" north of a storm drain in street.

### iRecycle Run Spartanburg - 5K Course Map 3.13 miles Spartanburg, SC

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