

# PureMAPP™

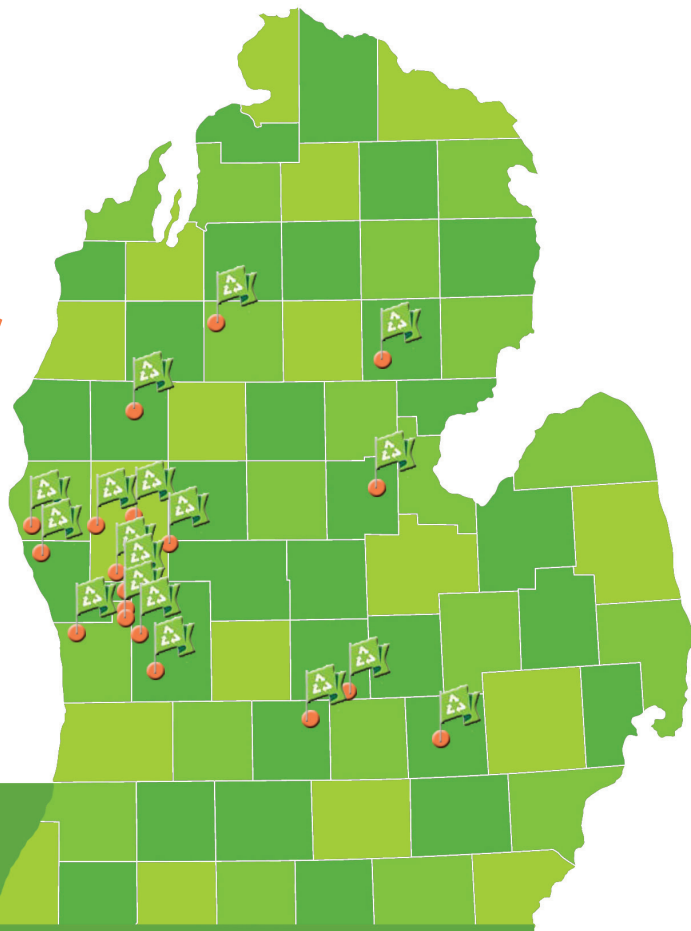
Making **recycling easy** for residents  
& small businesses



COMPRENEW®

Recycle. Refurbish. Restart.

**Together, we can keep  
Michigan green and our  
people protected!**



Each flag and orange dot represents a Comprenew PureMAPP site.



Responsible  
Recycling

Microsoft  
REGISTERED  
Refurbisher



NSF-ISR  
Registered to  
OHSA's 18001



NSF-ISR  
Registered to  
ISO 14001

## What is PureMAPP?

Comprenew® partners with Michigan municipalities, counties, townships, cities, and the State of Michigan's Department of Environmental Quality (DEQ) through their PureMAPP program, which provides year-round permanent electronics collection sites throughout the state. This program is dedicated to residents and small businesses by welcoming their disposal of unwanted or nonworking electronics in a safe, contained environment for recycling.

You might wonder why electronic hardware is considered toxic waste. The answer is that the electronic waste crowding our landfills contains:

- Lead • Mercury • Copper • Cadmium • Beryllium • And many other hazardous chemicals

*\*Dioxin, the king of the toxic waste dump, permeates the plastic that holds computers together.*

These hazardous toxins often contribute to birth defects, cancer, kidney failure, learning disabilities, intellectual disability and behavioral problems.

**Comprenew and the State of Michigan need your support in helping to create more safe drop-off locations throughout the state by sponsoring a PureMAPP container.**

**Please read the back side of this flyer and choose a sponsorship that aligns with your company's green initiative.**

# Sponsorship Options

## Your investment will provide:

- Environmental safety
- Environmental education
- Community electronics collection/recycling
- Data security for donations
- Affordable electronics for lower-income families
- Indirect funding for workforce development and educational programs for adults and kids at risk
- A strong **GREEN** reputation for your company

## Total Value: Priceless



Added Sponsorship Perks	Gold	Silver	Bronze	Copper
Your company <b>logo will be permanently displayed</b> on the container (lifetime for containers is around 10 years)	X	X	X	X
Your company <b>tag line will be permanently displayed</b> on the container (lifetime for containers is around 10 years)	X	X		
Your company will be the <b>only sponsor</b> featured on the container.	X			
Your company will be mentioned in <b>all media exposure</b> for your PureMAPP location	X	X	X	
Your logo will be placed on <b>all educational material</b> related to your location	X	X		
Your company will be mentioned in <b>all radio or TV advertising</b>	X			
Your company will be featured in Comprenew's <b>online newsletter</b> (over 2,000 subscribers)	X	X	X	
Your company will be mentioned in Comprenew's <b>social media</b> (over 1,500 followers)	X	X	X	X
Your company logo and <b>link to your website</b> will be placed on Comprenew's PureMAPP website/recycling page	X	X	X	
Your company will be <b>involved in a special ribbon cutting</b> ceremony that will include the Chamber of Commerce, media, and local businesses	X	X	X	X
Your company will <b>receive a # of refurbished laptop computers</b> that you can donate to the charity of your choice	25	12	8	2
<b>Your Investment</b>	<b>\$10,000</b>	<b>\$8,000</b>	<b>\$5,000</b>	<b>\$2,000</b>
<b>Sponsorship Value</b>	<b>\$35,000</b>	<b>\$25,000</b>	<b>\$18,000</b>	<b>\$8,000</b>