

Litter Letter Initiative – Sponsorship Package

Keep Akron Beautiful



Above you will see an example of “The Litter Letter Project” in Washington Parish, LA.

Program Overview

The Litter Letter Initiative is a proactive litter prevention and education program aimed at enhancing Keep Akron Beautiful’s mission of improving Akron’s quality of life through beautification and environmental stewardship.

This year, we are excited to launch Akron’s first Litter Letter Project™, a bold, 3D display of large-scale letters made from chicken wire and rebar, filled with litter collected from roads, illegal dump sites, and expressway ramps in Akron.

These striking installations, placed in public spaces, are designed to spark curiosity, inspire reflection, and encourage action, starting a powerful conversation about litter and our shared responsibility to keep Akron clean.

Our goal is to create cleaner neighborhoods, safer streets, and raise awareness about the impact of littering on our city.

Why it Matters

- Cleaner neighborhoods see less illegal dumping, fewer burglaries, and reduced violence.
- Education and early intervention are equally as important as repeated cleanups, and tangible examples of litter make a difference.
- Volunteers working in these areas can see firsthand the visible impact of their cleanup efforts.

- Having these letters as a visual aid can spark conversation as to Akron’s overwhelming litter issues.

*Local research conducted with the **Akron Police Department** shows that the most littered areas often overlap with higher crime rates. When litter is reduced, conditions improve and crime drops.

Sponsorship Opportunities

Your sponsorship allows KAB to expand this initiative citywide and respond quickly to community concerns.

\$2,500 — Lead Community Sponsor

- Opportunity to select the neighborhood or ward where litter letters will be displayed.
- Logo featured on all litter letters signage.
- Acknowledged at all Clean Up Akron Month events and on signage for being the largest sponsor.
- Recognition on the Keep Akron Beautiful website and social media platforms.
- Opportunity to join Keep Akron Beautiful when this project is pitched to the media.

\$1,000 — Neighborhood Sponsor

- Name or logo displayed on a word in one neighborhood/ward of Keep Akron Beautiful’s choosing.
- Acknowledged at all Clean Up Akron Month events and signage.
- Recognition on the Keep Akron Beautiful website and social media platforms.

\$500 — Community Partner

- Acknowledged at all Clean Up Akron Month events.
- Logo featured on the Keep Akron Beautiful website and social media platforms as a program supporter.

\$250 — Friend of the Initiative

- Name listed on the Keep Akron Beautiful website.
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Use of Sponsorship Funds

- Gather and sort litter from all ten Akron wards.
 - Construct and purchase supplies to create letters using chicken wire and rebar.
 - Fill each letter with collected litter.
 - Install and purchase signage alongside each set of letters.
 - Provide educational programs and community outreach opportunities.
 - Supply litter ambassadors and KAB staff with tools and materials to support their cleanup efforts.
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To sponsor, please make checks payable to Keep Akron Beautiful, or contact us to arrange an online purchase.

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