



Game Day: Basketball

Effort & Resources



Moderate. Requires advance planning and recruiting volunteers.



Low. Need to purchase recycling bags and (optional) giveaways.

Objective/Overview

Promoting RecycleMania at a game is a great way to make recycling fun, broaden your audience, and encourage recycling in a place where recyclables are being used. Leveraging sports rivalries can help “up the ante” for RecycleMania— this activity is designed to bring school spirit from the court to the bin!

Halftime Promo



U Wisconsin Milwaukee's Pounce.

1. Script and Spokesperson

Depending on your sports program, you may be able to man the mic at halftime to promote RecycleMania. If not, arrange to provide a script to the announcers. Be sure to get on the schedule as early as possible.

2. Volunteers and an Interactive Piece

How to capture your audience's attention? Take your pick from these examples:

- **California State University Sacramento:** employed both their school mascot and a new, recycling mascot dressed completely in blue to match the bins! The mascots helped collect recyclables at halftime and greeted fans entering the game.

- **Cornell:** Mascot and sustainability office rep tossed t-shirts into the audience and held a “how low can you go” limbo contest on the court.

- **Keene State:** Played “Recycle” song, volunteers ran out with RecycleMania banner and tossed t-shirts to the crowd, and a staff member revved up the audience.

- **University of Wisconsin-Milwaukee:** Invited fans to play a recycling toss game on the court with mascot Pounce (left). For extra amusement, get the university president or another prominent figure to participate.

Going the Extra Mile



Follow Cornell's lead and have basketball players promote the recycling theme around campus before the game. Spring Buck did this by partnering with Cornell's athletics marketing team.



Game Day: Basketball *continued*



Herky the Hornet helped volunteers collect recyclables.



The CSU Sacramento team said they collected the most material after the game. .

Recyclable Collection

While RecycleMania “has the floor” for the halftime show, or after the announcer reads your script, send volunteers with bags into the stands to collect recyclables and talk about RecycleMania.

Tips from California State University Sacramento

- Have volunteers at each exit when the game ends to collect recyclables as people leave (this is when most are ready to dispose of their cans, bottles, and other materials).
- Work with concessions staff in advance to find out which recyclable products will be at the game.

If your basketball facility already has recycling: Have volunteers at each bin (if possible), encouraging fans to recycle. Think about partnering with student groups, both eco-conscious and athletics-related, to recruit volunteers. You want to bring in extra bins for the event.

If your facility does not usually have recycling:

Ask volunteers to let students know where they *can* recycle. Borrow bins for the event or just use bags, and make sure you have a way to transport the recyclables to the nearest collection point (partner with your hauler or borrow a cart or truck, depending on expected volume).



Going the Extra Mile: Go Zero-Waste

Plan a “Zero-Landfill” game like Cornell’s by adding composting and working with the athletics department to minimize waste. You might have an electronic program and long-lasting giveaways, rather than plastic freebies that might get thrown away.