



**BEACH** 40<sup>TH</sup>  
**SWEEPS**  
Est. 1985

# 2025 Sponsorship Packet

Spring: Saturday, April 12, 2025  
Fall: Saturday, October 18, 2025



Photograph: 1992 Beach Sweeps with Christopher Reeve & Vice President Al Gore



## Join Us to Celebrate

Forty Years of Beach Sweeps Making a Big Difference!

Forty years ago, Clean Ocean Action (COA) rallied 75 passionate volunteers to tackle ankle-deep piles of litter on Sandy Hook, NJ. Little did they know, they were starting a movement! From those early days, the Beach Sweeps was born. Now, it's New Jersey's largest grassroots environmental volunteer event and one of the longest-running beach cleanups in the world.

### Hands in the sand and feet on the beach

Twice a year, in April and October, volunteers small and tall flock to over 85 waterfront sites — spanning the Jersey Shore and Delaware shoreline — to clean up, bond, and make a difference. With events totaling as many as 10,000 participants to improve the health of our coastal ecosystems and raise awareness for issues that affect us all, Beach Sweeps has become a beloved tradition.



Beach Sweeps 1998

## Why Beach Sweeps is So Special

Beach Sweeps is far more than a one-day cleanup — it's a transformative program that educates the small and tall on the realities of marine pollution, and empowers our community to be part of the solution not only to ensure a healthy ocean but to sustain a vibrant coastal economy. For decades, this program has proven its success: the data collected during Beach Sweeps has driven policies that protect our coastlines and oceans. **It's a rare and powerful opportunity to connect hands-on action with long-term change.**



Jo Arlow Photography

## Make Beach Sweeps Part of Your Legacy:

On our 40th year, join the Beach Sweeps Sponsorship Family and invest in a legacy of environmental stewardship that transcends the day and significantly impacts the future of our planet.

### Empowering

It's a chance for everyone to roll up their sleeves, dig into the sand, and give back to the ocean that gives us so much joy. Participants aren't just collecting litter; they gather critical data that serves as the foundation for impactful environmental advocacy and public policy.

### Inspiring

Thousands of volunteers see with their own eyes the harmful impact of litter on marine life and discover how even small actions can spark big changes for the ocean.

### Generational

For many, Beach Sweeps is a cherished tradition passed down through generations — grandparents, parents, and kids all pitching in together, creating a legacy of ocean stewardship.

### Solidarity

Whether you're a school, scout troop, or company team, Beach Sweeps is an inspiring way to build camaraderie, make memories, and bond over a shared cause.

### Impactful

Hundreds of schools, organizations and businesses come together to show gratitude for our beaches, protect marine life, foster connections, and contribute to improving the quality of life.



Ever onward, together!

Executive Director  
Clean Ocean Action

# Join the Beach Sweeps Family

## All 40th Sponsorships Include:



- Two-for-one sponsorship (covering both Spring and Fall events).
- Promotion across Clean Ocean Action's email marketing and social media platforms (total subscribers/followers: 67K).
- Invitation to attend the Spring Press Conference (April) to promote the 2025 Beach Sweeps and release the 2024 Annual Beach Sweeps Report.
- Day-of-event tabling opportunity at a sponsored cleanup location to engage with volunteers (site selection assistance provided, no exclusivity).

## The Shoreline Steward

**\*Top Tier\* All Below State Sponsor Benefits, plus:**

The Shoreline Steward Sponsor represents the pinnacle of support for Clean Ocean Action's Beach Sweeps. This sponsorship level is designed to honor a transformative contribution that creates a lasting impact across the entire program, elevating the sponsor as a leader in environmental stewardship.

### Statewide Recognition

- Prominent logo placement on all promotional materials, including posters, flyers, and event signs across ALL Beach Sweep locations.
- Recognition in ALL press releases and media coverage for the 40th Annual Beach Sweeps.

### Exclusive Digital Visibility

- Dedicated social media campaign announcing and celebrating your sponsorship (across all platforms).
  - Custom made Video Reel & Carousel Posts
- Top-tier logo placement on COA's website homepage and Beach Sweeps page for one year.
- Inclusion in a special sponsor spotlight email sent to COA's full mailing list.

### Event Integration

- Opportunity to give a brief speech at the Beach Sweeps statewide kickoff event.
- Exclusive site signage with your branding at five of the largest Beach Sweeps locations.

### Custom Collaboration

- Co-branded promotional video featuring your company's involvement in Beach Sweeps, shared across COA's platforms.
- Option to host an exclusive cleanup event for your employees at a New Jersey site of your choice, led by COA staff.

### Legacy Recognition

- Recognition in 2025 Beach Sweeps annual report and special mention in the 40th Annual Beach Sweeps commemorative materials.
- Commemorative "Shoreline Steward" gift presented to your organization.



*Employees from McLoone's Restaurants work together to make a difference locally*

# State Sponsor (up to 80 sites)

All Below County Sponsorship Benefits, plus:

## Logo Placement:

- Featured on the Beach Sweeps homepage and Sites & Registration page.
- Prominent logo on a large banner at Sandy Hook rally/press conferences, on signage at 80+ sites, and in all print and digital promotional flyers.
- Unique digital flyer for company to use in marketing with linked sponsor logo for promotional purposes (upon request).

## Social Media Highlights:

- Four "Sponsor Spotlight" posts (Spring and Fall) on social media.
- Logo included on all promotional posts with hashtags on social media platforms.

## Speaking Opportunities:

- Invitation to speak at the Spring Press Conference to promote the event and the 2024 Report release.
- Speaking opportunity at kickoff rally/press conference at Sandy Hook (largest site.)

## Media Features:

- Company spotlight, quote, and logo featured in media/press releases for Spring and Fall events.

## Report Recognition:

- Sponsor spotlight and prominent logo included in the 2025 Beach Sweeps Annual Report.



# County Sponsor (up to 35 sites)

All Below Site Sponsorship Benefits, plus:

- Featured linked logo on Beach Sweeps homepage and Sites & Registration webpage under sponsored county.
- Two "Sponsor Spotlight" posts (Spring and Fall) on social media platforms.
- Company mentioned in media/press releases for Spring and Fall events.
- Verbal recognition at the Spring Press Conference for event promotion and 2024 Report release.
- Logo included on large banner at Sandy Hook rally/press conferences, signage at sponsored county sites, and in print and digital flyers.
- Sponsor logo featured in the 2025 Beach Sweeps Annual Report.



# Site Sponsor

Benefits include:

- Sponsor name listed next to sponsored site (with company link) on the Sites & Registration webpage.
- Sponsor logo included on event signs at the site sponsored cleanup location.
- Sponsor name listed in the 2025 Beach Sweeps Annual Report.

Multiple site sponsorships are welcome



Volunteers ready to clean with their buckets & data card



Hand-painted shell by a Sweeps volunteer



The next generation of ocean defenders

# 2024 Sponsors

## Statewide Sponsors



## Countywide Sponsors



Additional support provided by Bloomberg

## Site Sponsors

- Atlantic City Electric
- Baine Contracting
- Brookdale Community College
- Student Life & Activities
- Manasquan Bank
- Jenkinson's Aquarium
- Memorial Sloan Kettering
- Monmouth Ocean Regional Realtors
- Republic Services
- Federal Credit Union
- Church & Dwight Co., Inc.
- Shire Realty, Josh Tennant, & Ken Gunther
- ServPro of Aberdeen/Holmdel
- Stratus Tech
- United Teletech Financial
- Enterprise Mobility Foundation
- Crum & Forster

# Sponsor Testimonials

## Participate in Grassroots Activism

Karen Meleta, CCO Wakefern

*"For nearly thirty years, we have supported Clean Ocean Action in their mission to protect our beaches and keep harmful litter out of our oceans," said Wakefern Chief Communications Officer Karen Meleta. "We are a proud partner of the COA's Beach Sweeps event, one of the many ways ShopRite works to promote a greener, cleaner and more sustainable environment for future generations."*



President Valerie, Montecalvo Bayshore/Montecalvo Family of Companies

*"Back in 1994, I was inspired and fortunate to hear Cindy Zipf speak at a public hearing on Fort Monmouth about Ocean Dumping off the Jersey Coast. For the next 6 years, we were committed to stopping the dumping of burning barges of trash off our beautiful Jersey Shore. Now we have beaches that are enjoyable and are safe for fishing, swimming, watersports and marine life! The Bayshore/Montecalvo Family of Companies is a proud County-wide Sponsor of Beach Sweeps in Monmouth County, because we are committed to saving natural resources through recycling and supporting the non-profits working to protect our environment. I am honored to be a Board Trustee for Clean Ocean Action."*



## Complete the Application below and join the Beach Sweeps Family in 2025!

Become part of a program that not only transforms our beaches but also shapes the policies that protect them for generations to come.

