

BYOBottle

A MUSIC INDUSTRY EFFORT TO TURN THE TIDE ON PLASTIC POLLUTION

ARTISTS

The BYOBottle campaign engages artists, venues, festivals, and fans to reduce plastic waste in the music industry by promoting reusable water bottles and water refill stations at music events. Make the commitment to BYOBottle and join the campaign at www.BYOBottle.org. Then explore these tips for engagement and rock your reusable water bottle on tour!

BYOBottle Artist Commitment: We commit to help reduce plastic waste in the music industry by traveling with reusable water bottles, including BYOBottle language in our rider, asking venues to provide water refill stations, and sharing out the BYOBottle message to fans.

1

MAKE A COMMITMENT TO BYOBottle!

- Educate your band and crew, and join the campaign at www.BYOBottle.org
- Outfit your band and crew with reusable water bottles
- Travel with bulk water dispensers on your bus for refill on the road

2

ASK VENUES/FESTIVALS TO SUPPORT YOUR BYOBottle COMMITMENT:

- Include "BYOBottle" language in your tour rider
- Ask venues to provide water stations or dispensers to refill backstage
- Ask venues to allow fans to BYOBottle and provide water refill stations FOH.

3

SHARE OUT YOUR BYOBottle COMMITMENT WITH FANS:

- Create branded reusable water bottles for fans to purchase
- Rock your Reusable Water Bottle - on stage and wherever you go!
- Share the #BYOBottle message on social media

*View Reusable Vendor List, Communications Library Resources & Rider Language

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Join the BYOBottle Campaign at www.BYOBottle.org and explore useful resources. Contact us for assistance and we will promote and support your involvement as the campaign grows!

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BYOBottle Rider Language: To make it easy to fulfill your BYOBottle Commitment, below is Artist Rider language that can be cut and pasted as needed into existing advance documents. These requests focus on asking venues to provide water refill stations backstage and in shared crew areas, and encouraging venues to provide water refill stations in front of house for fans.

In an effort to eliminate unnecessary single-use plastic waste on our tour, the band and crew will be carrying reusable water bottles to all shows. We ask that venue production assists with the following items to make these efforts possible. In addition, our tour encourages the venue to take further steps to reduce the amount of single-use plastic waste generated at our show by providing local staff with access to water stations and reusables.

BACKSTAGE BYOBottle WATER REFILL STATIONS - Required

Provide adequate water stations for use by band/crew in these specified backstage locations

- load in area for touring crew
- catering
- backstage production office area
- inside Artist dressing room compound or inside the band hospitality room
- inside Support Artist dressing room

(Adjust locations as needed based on your tour crew and venue size)

Approved Water Station Options - Permanent tankless solutions, bulk filtered water systems, 5-Gallon water coolers or other multi-use systems are acceptable solutions.

- If using 5-Gallon systems water **MUST** be sourced from a LOCAL drinking water vendor/distributor
- Any water delivery solution (5-Gallon Cooler systems) **MUST** use REFILLABLE water bottles **NO SINGLE-USE**
- There are many providers of tankless solutions, bulk filtered water systems and other alternatives to single-use water containers. See [Reusable Vendor List](#) for more information.

ADDITIONAL BACKSTAGE BYOBottle REQUESTS - Encouraged

- Provide additional water stations or five-gallon water coolers in loading dock stage area for local crew use (or have additional refills for loading dock station requirement available on-hand for additional use by local crew)
- Provide local crew and volunteers with access to reusable water bottles or tumblers for use with loading dock and backstage water stations
- Provide additional water stations or five-gallon water coolers at security gates, volunteer meeting locations, medical tents and police/security stations for first-responder staff use
- Provide first-responder crew and volunteers with access to reusable water bottles or tumblers for use with security gate, first aid and police/security station water use
- Message to venue-staff and volunteers to bring personal reusable bottles or tumblers from home for use with staff water stations

FRONT OF HOUSE BYOBottle REQUESTS - Encouraged

In addition to the requirements and requests for backstage infrastructure to eliminate single-use water bottles, the tour requests the venue and concessionaires take the following additional steps to reduce single-use plastic waste generation and make fan waste reduction strategies possible.

- Allow fans to enter the venue with EMPTY reusable water bottles that fit within existing security guidelines for the venue. Make this information easily available by including in venue URL FAQs and other information resources onsite and online.
- Provide fans with easily accessible filtered drinking water stations to accommodate fan water bottle refills. See [Reusable Vendor List](#) for more information.
- Allow fans to have reusable water bottles filled at bar and concession locations where possible and in the event FOH water stations are unavailable.
- Provide a reusable water bottle option (for sale) for fans at FOH concessions and/or merchandise locations, so fans who did not bring a reusable can choose a multi-use alternative

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Artist BYOBottle Communications Library

ARTISTS

Explore these talking points to educate your band, crew and fans to get them on board with the BYOBottle campaign. Sample social media posts are provided here to make it easy to share out the BYOBottle message. Take your own photo or video rocking your reusable water bottle, or download one of these [BYOBottle campaign graphics](#).

This Artist BYOBottle Communications Library Includes:

- 1 BYOBottle Social Media
- 2 BYOBottle Newsletter Content
- 3 BYOBottle Inclusion in Tour Press Release
- 4 BYOBottle Talking Points for Artists - to educate band & crew

1 BYOBottle SOCIAL MEDIA

Suggested language to be shared with a photo or video of artist/band with reusable bottles, or provided [BYOBottle campaign graphics](#).

Facebook: @byobottlecampaign / Instagram: @BYOBottle / Twitter: @BYO_Bottle

Shorter Social Media Posts for Twitter, Instagram or Facebook:

- We are proud to join #BYOBottle, a music industry campaign to rock reusable water bottles. Learn more at www.byobottle.org. Join us and help turn the tide on plastic pollution!
- #BYOBottle is gathering steam in the music scene. Rock your reusable water bottle and let's be part of the solution to plastic pollution! Learn more at www.byobottle.org.
- We've signed onto the #BYOBottle campaign to reduce plastic waste in the music industry. Ready to be part of the solution to plastic pollution? Join us and rock your reusable water bottle (at xxx, concert, festival, tour, etc.)!
- We're swapping out pallets of plastic water bottles for reusable water bottles as part of #BYOBottle, a music industry campaign to reduce plastic waste. #BYOBottle to [xxx concert, festival, tour] and let's turn the tide on plastic pollution!
- See us at [xxx concert, festival, tour] rocking our reusable water bottles on stage because we just signed on to the #BYOBottle campaign to turn the tide on plastic pollution. Join us and BYOBottle at www.byobottle.org.

Longer Social Media Posts for Instagram or Facebook:

- We are proud to join #BYOBottle, a music industry campaign to promote reusable water bottles and turn the tide on plastic pollution. Recent images in the press show the shocking sea of plastic waste left behind after concerts and festivals, but momentum to promote solutions in the music scene is growing! Learn more about how to take action as a fan at byobottle.org. Join us and rock your reusable water bottle! (optional: insert specific BYOBottle concert/festival)

2 BYOBottle FAN NEWSLETTER CONTENT

We are proud to join the [BYOBottle](#) Campaign engaging artists, venues, festivals, and fans to reduce plastic waste in the music industry by promoting reusable water bottles and water refill stations at music events. Recent press images have highlighted the shocking sea of plastic waste left behind after concerts and festivals, but momentum to promote solutions in the music scene is growing. Rock your reusable water bottle and help turn the tide on plastic pollution! Learn more about how you can take action as a fan at www.byobottle.org.

3 BYOBottle INCLUSION IN TOUR PRESS RELEASE

(Insert Artist/Band Name) is a proud partner of the [BYOBottle](#) Campaign, a music industry effort to promote reusable water bottles and turn the tide on plastic pollution. The band has made a commitment to travel with reusable water bottles on tour, and has included BYOBottle language in its rider asking venues to provide water refill stations. Artists, venues, festivals and fans are joining BYOBottle to reduce plastic waste in the music scene.

4 BYOBottle TALKING POINTS FOR ARTISTS - to educate their band & crew

We have signed on to the [BYOBottle](#) campaign, a music industry effort to reduce plastic waste, with a focus on single-use plastic water bottles. Recent press images have highlighted the shocking sea of plastic waste left behind after concerts and festivals, but we are committed to being part of the growing momentum within the music scene to turn the tide on plastic pollution.

We encourage all band and crew to travel with their own reusable water bottle on tour and to use them on stage to show our commitment to reducing plastic pollution. We now include language in our rider asking venues to provide water refill stations backstage so that we can easily refill. Thanks in advance for your participation and engagement. Together, we can take steps toward a more sustainable tour.

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- 1 Reusable Water Bottles
- 2 Water Refill Station Providers
- 3 Reusable Pint Cups
- 4 Reusable Straws
- 5 Reusable Utensil Sets & Tableware
- 6 Plastic Free Beverage Products
- 7 Reusable Bags

1 Reusable Water Bottles

Byta - <https://mybyta.com>
Earth Bottles - <https://earthbottles.com.au> (Australia)
honua - <https://honuadrink.com.au> (Australia)
Hydroflask - <https://www.hydroflask.com>
Klean Kanteen - <https://www.kleankanteen.com>
Nalgene - <https://www.nalgene.com>
RAW Bottles - <https://raw-bottles.org> (UK)
Steelys - <https://steelysdrinkware.com>
S'well - <https://www.swellbottle.com>
The Ocean Bottle - <https://theoceanbottle.com>
Vapur - <https://www.vapur.us>
Yeti - <https://www.yeti.com>

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Water Refill Station Providers

Bevi - [Smart water dispensers](#) for still and sparkling flavored water on demand
Camelbak - [Water Filling Stations](#) for music festivals and events
[Dolphin Pump](#) or [FineDine](#) - Water jug attachments for 5 gallon water dispensers
Event Water Solutions - [Water Refill Stations](#) for festivals and events
FloWater - [Refill stations](#) for businesses or events
FRANK Water - Charity provider of [water refill services](#) (UK)
MeetPat - [Water Stations](#) for public spaces and events (Australia)
MTD Water - Temporary [water services for events](#) (UK & Ireland)
Quench Buggy - [Mobile Water Stations](#) for outdoor festivals or remote locations
Tapp Water - [Smart Water Filter](#) for faucets
U.S. Pure Water - [WaterBars](#) for festivals and events
Water Monster - [Hydration solutions](#) for festivals and events
We-Refill - [Hydration systems](#) for festivals and events (Australia)
Yeti - [Water Silo Units](#) for festivals

3

Reusable Pint Cups

bettercup - <https://www.bettercup.com.au> (Australia)
Ecocup - <https://www.ecocupshop.co.uk/en/> (UK)
Festival Cup - <http://www.festivalcup.co.uk> (UK)
Globelet - <https://www.globelet.com> (Australia & New Zealand)
Happycups - <https://happycups.co.uk> (UK)
Hydrodroflask - <https://www.hydroflask.com>
Klean Kanteen - <https://www.kleankanteen.com>
r.Cup - <http://rcup.com>
Silipint - <https://www.silipint.com>
Steelys - <https://steelysdrinkware.com>
Yeti - <https://www.yeti.com>

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Reusable Straws

Aardvark (paper straw) - <https://www.aardvarkstraws.com>
Ecocup Simply Straws (glass straw) - <https://www.ecocupshop.co.uk/en/> (UK)
Klean Kanteen (steel & silicone straw) - <https://www.kleankanteen.com>
Simply Straws (glass straw) - <https://simplystraws.com>
Steelys (steel straw) - <https://steelysdrinkware.com>
StrawFree.org (bamboo straw) - <https://strawfree.org>
Strawless Ocean discounts - <https://www.strawlessocean.org/alternatives/>
The Last Plastic Straw - [Swap Your Straw Resources](#)

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Reusable Utensil Sets & Tableware

Bee's Wrap - <https://www.beeswrap.com>
Honeywrap - <https://www.honeywrap.co.nz> (New Zealand)
Life without Plastic - <https://www.lifewithoutplastic.com/store/>
Lilybee Wrap - <https://lilybeewrap-us.com> (New Zealand)
Preserve - <https://www.preserveproducts.com>
ToGo Ware - <https://www.to-goware.com>
U-Konserve - <https://www.ukonserve.com>

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Plastic Free Beverage Products

Yoonit (eco-friendly wine kegs) - <https://www.yoonit.com>

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Reusable Bags

Chico Bag - <https://www.chicobag.com>
Eco Enclose - <http://www.ecoenclose.com>
Econscious - <https://www.econscious.net>
Rareform - <https://www.rareform.com>