

## VENUES & Festivals

Explore these talking points to educate your staff, bands and concert-goers 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 a photo or video featuring reusable water bottles or artists/fan using water refill stations at your event, or download one of these **BYOBottle campaign graphics**.

### This Venue & Festival Communications Library Includes:

- 1 BYOBottle Social Media
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### BYOBottle SOCIAL MEDIA

**Suggested language to be accompanied with a photo or video of your venue/festival or provided **BYOBottle campaign graphics**.**

- **Shorter Social Media Posts for Twitter, Instagram or Facebook:**

- We are proud to join #BYOBottle, a music industry effort to turn the tide on plastic pollution! Learn more at [www.byobottle.org](http://www.byobottle.org).
- We are proud to join #BYOBottle, a music industry campaign to rock reusable water bottles. Join us & bring your own EMPTY reusable water bottle (@ insert concert/festival) to help turn the tide on plastic pollution!
- We support the #BYOBottle campaign, a music industry effort to turn the tide on plastic pollution! Concertgoers can bring their own, EMPTY water bottles to refill at our water stations to reduce plastic waste.

- **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! Concertgoers can bring their own, EMPTY water bottles to (@ insert concert/festival) & refill at our water stations to reduce plastic waste. Learn more about how to take action as a fan at [byobottle.org](http://byobottle.org). Join us and rock your reusable water bottle!

### 2 BYOBottle 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. Concertgoers are permitted to bring their own, **EMPTY** refillable water bottle to (@ insert concert/festival) and water refill stations will be provided. 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](http://www.byobottle.org).

### 3 BYOBottle VENUE COMMUNICATION/FAQ (whenever water bottles are allowed)

We are a BYOBottle venue/festival committed to reducing plastic waste in the music industry. Concertgoers are permitted to bring their own, **EMPTY** refillable water bottle into the show and water refill stations will be provided.

### 4 BYOBottle INCLUSION IN VENUE/FESTIVAL PRESS RELEASE

(Insert Venue/Festival Name) is a proud partner of the **BYOBottle** Campaign, a music industry effort to reduce plastic waste by promoting reusable water bottles and water refill stations at music events. Artists, venues, festivals and fans are joining BYOBottle to turn the tide on plastic pollution.

### 5 BYOBottle TALKING POINTS FOR VENUES - to educate staff

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.

### **Here is what [insert venue name] is doing to support this effort:**

We provide water refill stations backstage for artists, crew, and venue staff to easily refill. Water stations for staff are located in the following areas: [location 1, location 2. Etc.]

We allow fans to bring in an EMPTY reusable water bottle unless otherwise restricted due to security reasons. We provide opportunities for fans to refill their water bottles in the following locations: [water refill station 1, concessions window 2, etc. ]

[Insert other relevant talking points specific to your venue i.e. if/where fans can purchase reusable water bottles onsite, etc. ]

### **Here is what YOU, our venue staff, can do to support this effort both at work and in your own lives:**

- Remember to carry and use your reusable water bottle to show your commitment to reducing plastic waste!
- Assist fans by showing them where they can refill their water bottles at one of the water refill locations in front of house.
- Take the BYOBottle pledge at [www.byobottle.org](http://www.byobottle.org)

We thank you in advance for your participation and engagement. Together, we can take steps toward a more sustainable venue (or festival).

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### **BYOBottle FESTIVAL LETTER - FOR FESTIVALS TO SEND OUT TO ARTISTS**

#### **Version A: Festival to Artist Letter - (for festival to engage artists in advance)**

Hello (XXX Artist Name HERE),

All of us at (XXX Festival Name HERE) are looking forward to you being a part of the lineup in (XXX Location) on (XXX Date)! With all of the amazing talent involved it's sure to be an incredible event. In line with our sustainability goals, the (XXX Festival Name HERE) has joined the BYOBottle Campaign, a music industry effort to turn the tide on plastic pollution. BYOBottle engages artists, venues, festivals and fans to reduce plastic waste by promoting reusable water bottles and water refill stations at music events. We are reaching out to all artists to encourage your participation at the festival.

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. (XXX Festival) has a history of taking steps to minimize negative environmental impacts. Fans are encouraged to bring reusable water bottles and utilize water refill stations provided throughout the festival grounds. Backstage and on-stage, we are taking steps to replace single-use water bottles with reusable bottles and easy access to filtered drinking water for all of our artists and crew.

(XXX Festival) is stepping up our plastic-free commitment by providing (Insert details of festival plastic waste reduction initiatives HERE) to make this effort a success. To sign on as a BYOBottle Artist, you can visit [www.byobottle.org](http://www.byobottle.org). We hope you will join us and rock your reusable water bottle during your set at the festival!

XXX Festival production team

## BYOBottle Communications Library

### Version B: Artist to Artist Letter - (BYOBottle artist to other festival artists)

Fellow music makers,

Myself and my team are looking forward to joining you at (XXX Festival) in (XXX Location) on (XXX Date)! Looking at the lineup it's sure to be an incredible event. As someone who cares deeply about the planet we all call home, I wanted to reach out to encourage your participation in the BYOBottle Campaign, a music industry effort to turn the tide on plastic pollution. BYOBottle engages artists, venues, festivals and fans to reduce plastic waste 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. (XXX Festival) has joined as a BYOBottle partner, with a history of taking steps to minimize negative environmental impacts. Fans are encouraged to bring reusable water bottles and utilize water refill stations provided throughout the festival grounds. Backstage and on-stage, reusable bottles will be encouraged, with easy access to filtered drinking water for artists and crew.

(XXX Festival) is stepping up their plastic-free commitment by providing (Insert details of festival plastic waste reduction initiatives HERE) to make this effort a success. To sign on as a BYOBottle Artist yourself, you can visit [www.byobottle.org](http://www.byobottle.org). We hope you will join us and rock your reusable water bottle during your set at the festival!

Thanks so much for being a part of this important effort!

Artist Name