

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!