



 **r.Cup**

We make impact simple.



2020 Fast Company World Most Innovative Company  
2021 Fast Company World Changing Idea  
2021 Reusies Most Innovative Reuse Company



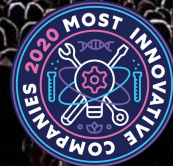
# r.Cup is the award-winning, turnkey, reusable cup system built on r.Turn™ technology



**We bring sustainability to Music & Sports**  
Activated in over 70 Cities, 30 U.S. States & 12 Countries

**Together with our partners, we're eliminating the billions of single-use and disposable cups that contribute to our world's climate crisis.**

**Produced and based in the U.S.A.**



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# We've Activated At Thousands Of Events In Over 70 Cities, 30 U.S. States & 12 Countries



It's Our Turn

Some of our event partners  
and investors include:

## ARTISTS



## FESTIVALS



## VENUES



## CONCESSIONAIRES



## PROMOTERS



# Globally Recognized Sustainability Innovators



## Born from over 30 years of sustainability & live events production experience

Reuse is a simple climate action everyone can take – and consumers are looking for solutions.

Improve your guest drinking experience, foster shared values. Reuse is the future.

## Meet your Corporate ESG Goals with **r.Cup**

### TABLE OF CONTENTS

P. 5-11

How r.Cup Works

P. 12-15

Sponsor Benefits

P. 16-20

Sustainability and Circularity In Action

# The r.Cup System

## OUR PROGRAM INCLUDES:

- Customized Marketing and Campaign Toolkit
- Health Department Consultation
- Operational Training - all departments
- Logistical Coordination
- Service Execution Support - r.Cup staffing
- State-of-the-Art Sanitization
- Fan Education and Engagement
- Sponsor Relations
- Environmental Impact Reporting



# How **r.Cup** Works

## PRE-EVENT

- Choose your **r.Cup**
- We deliver direct to venue:
  - Durable **r.Cups**
  - Program signage
  - Branded **r.Cups** collection bins
- We help you navigate health codes and train your staff
- We provide social media and marketing toolkit to the venue, event and concessionaire

## AT EVENT

- Our support staff implements and executes
- Guests receive cups seamlessly for all beverages in place of single-use
- Guests hold on to their empty cups - reminding them to get back to the bar!
- Guests are encouraged to return cups to **r.Cups** bins
- **r.Cups** tracks your positive environmental impact with our r.Turn™ technology

## AFTER EVENT

- Returned **r.Cups** are harvested, transported and sanitized at our regional washing facilities
- We inventory and store cups until your next event
- You receive a custom environmental impact report for you to track and share your positive impact

*... We continue the reuse cycle and deliver cups for your next show!*

# r.Cup Pricing – No Deposit Model

The Hero r.Cup is used for our No Deposit Model and offers the highest potential impact in eliminating single-use and disposable waste.

## VENUE & CONCESSIONAIRE

- Pay nothing up front for r.Cup system
- Pay small fee per cup delivered
- Pay larger fee per lost cup replacement
- Offer a new cup with every beverage purchase

## GUESTS

- Pay no deposit r.Cup
- Guests are encouraged to return cups to bins stationed at every waste collection site within in venue



Many venues are adding an **environmental fee** to all transactions to help lower the cost of the program





# Choose an r.Cup

All r.Cups are made in the U.S.A.

We offer the **highest quality, #5 polypropylene** cups with the **lowest carbon footprint** thereby increasing your positive environmental impact.

Ask about all of our different styles & sizes. We have a cup for everything.



## Hero r.Cup

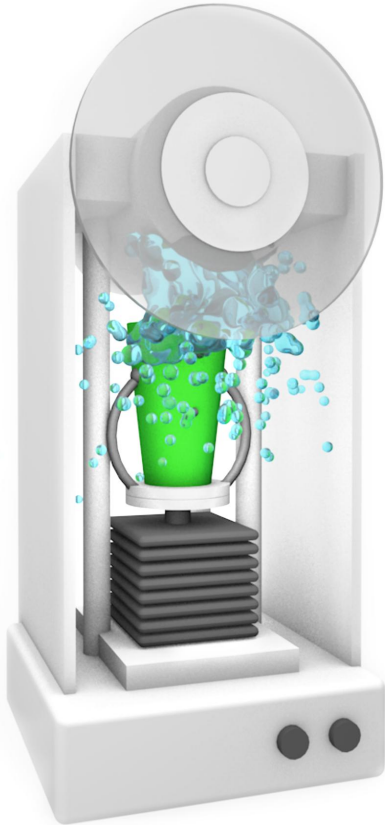
Most  
sustainable  
option

## Custom r.Cup





# Best In Class Sanitization



**Nothing is more important than winning our guests' trust when it comes to sanitization and food safety at live events.**

r.Cup offers state of the art washing technology, leading the industry with cutting-edge food safety and sanitization powered by Ecolab. Ecolab is the global leader in water, hygiene, and infection prevention and has been r.Cup's strategic partner since launching in 2017.

r.Cup and Ecolab share sustainability values and sanitization solutions that protect both people and vital resources.

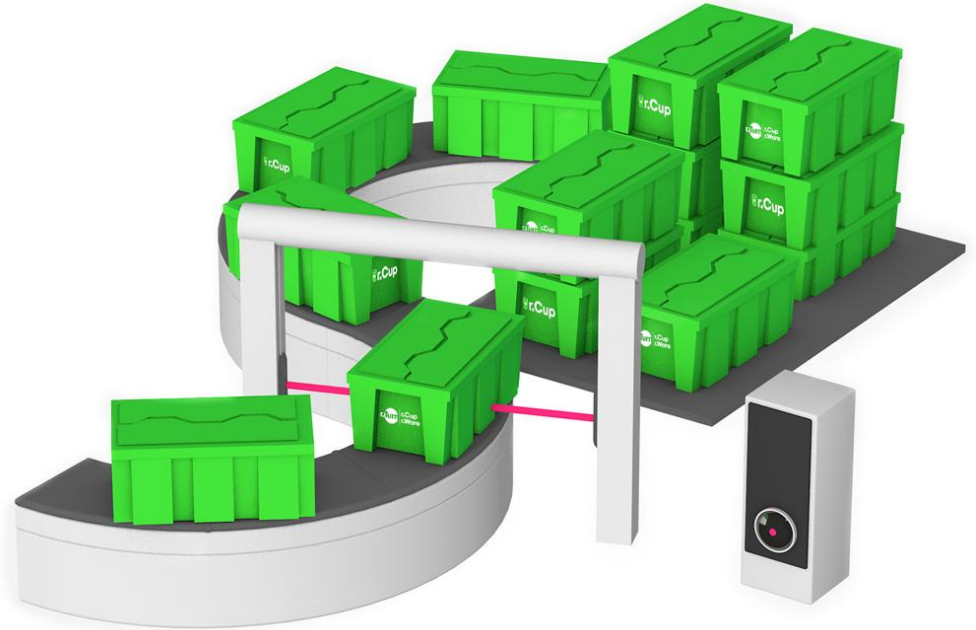
Powered by **ECOLAB**<sup>®</sup>

# Reuse Logistics, Handled

**It's easy to drive change with the r.Turn™ system.**

From load-in to load-out, our world class system takes the worry out of cup deliveries, pick ups, sanitization services, warehousing, inventory controls, and inventory management.

Whatever you need, we have you covered.



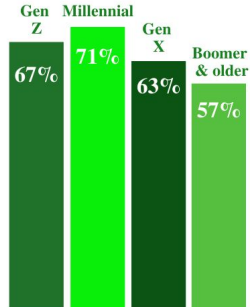
# Benefits Of r.Cup Partnership:

## Today's Corporate Sponsors Want More Than A Brand Slap!

The r.Cup program delivers measurable impact that aligns with your brand while also fostering shared values and purpose with your guests

*% of U.S. adults who say ...*

**Climate should be top priority to ensure sustainable planet for future generations**



Pew Research, April 2021

- Today's consumers - particularly Gen Z and Millennials - are more loyal to a brand that makes them feel good
- Share common belief that "collective action" can make a difference
- Expect companies to care about social issues and will reward those that partner with the right causes
- Instead of one-off charitable donations, more likely to buy products that support large movements aiming to solve social or environmental problems



**Fans will love your brand and share on social media**

# Reuse: Sustainability & Circularity In Action





# Upstream LCA: Reuse Always Wins

At last, clear scientific consensus supporting **reusable polypropylene (PP) cups as the most sustainable option**, and **single-use aluminum cups as the worst option** for the environment by far. See *full study* [here](#)

Environmental Attribute	r.Cup	Bio-Plastics & "Compostables"	Souvenir Cup	Single-Use Plastic & Aluminum Cups	Packaged Beverages
Reusable at multiple events	✓	X	X	X	X
Can be recycled	✓	X	Maybe*	✓	✓
Percent waste properly processed	99%	0%	10-15%	10-15%	10-15%
Can be sterilized reused	✓	X	✓	X	X
How long it takes to decompose	Doesn't go to landfill**	Centuries	Centuries	Centuries	Centuries
Generates revenue	✓	X	✓	X	X

\*Some Souvenir Cups can be recycled but not in all cases given the wide variety of compositions in the marketplace.

\*\*The purpose of r.Cup is to be reused forever, avoiding the landfill entirely.

## Study Fact

**Single-use aluminum cups use 47% more energy** over their life-cycle and **create 86% more carbon dioxide**, making it the least sustainable of all the materials analyzed.

## Study Recommendation

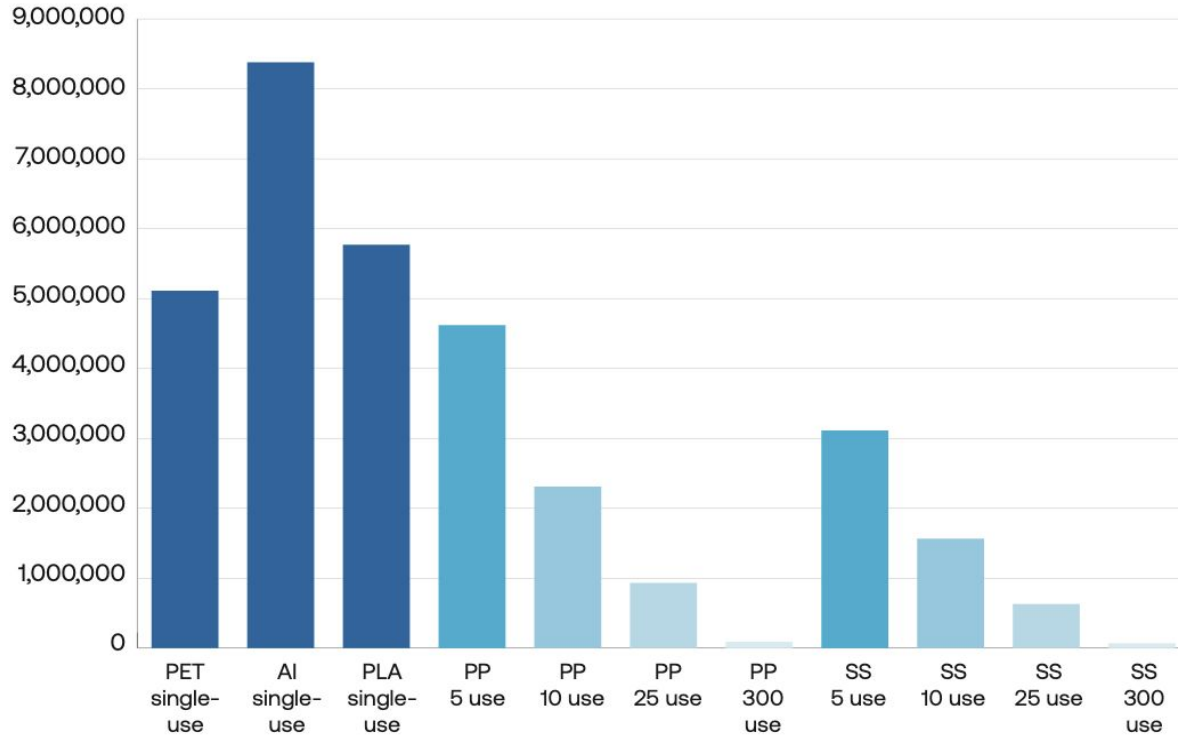
Venues and event companies should begin the process of shifting away from ALL single-use cups, not just single-use plastic.

## Study Support

Backed by 20+ environmental groups, including 5 Gyres Institute, Oceanic Global, Sierra Club, Music Sustainability Association, and many more.

# Life Cycle Analysis (LCA): Reuse Always Wins

Total Energy (MJ)



**Key:**

- PET = Polyethylene Terephthalate (Old school plastic cup)
- AL = Aluminum
- PLA = Polylactic Acid (corn/sugar based cups)
- PP = Polypropylene (r.Cup!)
- SS = Stainless Steel

# The Dirty Little Secret of Bioplastic Compostables

**Across numerous measures, compostables and bioplastics have even worse environmental impacts than their conventional alternatives.**

Recent studies reinforce that bioplastics:

- Are more costly than single-use plastic
- Use more energy to produce than single-use plastic
- Release more pollutants from growing and processing the ingredients
- Deplete more ozone than traditional plastics
- Require more land use
- Use resources that could potentially be used for food
- Are very difficult to dispose of if not hand sorted and taken to an industrial composting facility and then if put into:
  - Recycling - contaminates the entire load, which will be sent to the landfill or incinerator
  - Landfill - does not decompose for a century or more, and when it does, releases methane - which is 23 times more potent than CO<sub>2</sub>
  - Incinerator - releases CO<sub>2</sub> when burned
  - Environment (on the side of the road or in water) - will act like plastic

[Learn more from  
Environmental International](#)


[Learn more  
from Beyond Plastics](#)

# True Closed-Loop Circular Solution

## END-OF-LIFE

- Retired **r.Cup** inventory is upcycled into branded collection bins and marketing tools. Retired custom inventory can be upcycled too.
- **r.Cup** can help you create your own custom upcycling program to help your sustainability program go circular.

[Click here](#) for more details on **r.Cup's** approach to sustainability.



Imagine a cup  
becoming a  
branded guitar pick!  
**DREAMS CAN  
COME TRUE.**



# Last Drops

## All the Benefits of r.Cup

- Waste Reduction
- Waste Cost Reduction
- Marketing + Sponsorship Benefits
- Revenue Generation
- Full Activation Support
- Community Benefits
- Better Fan Drinking Experience
- Health and Safety Approved
- Industry Leadership & Innovation
- Environmental Impact Reporting





More than a reusable cup,  
we're makers of a movement.

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**r.Cup**  
**r.Ware**  
It's Our Turn

#ItsOurTurn