

Keep America Beautiful

Castrol Driving For Change Playbook



Overview:

Castrol and the Los Angeles Rams partnered to drive change across the greater LA region and in communities across the country. With Castrol's support, the Rams are taking actions to reduce their environmental impact through new sustainability initiatives across their operations, both at home and on the road.

With the help of Castrol, the Rams will offset carbon emission from air travel to away games throughout the entire 2021 season - a NFL first. Castrol and the Rams teamed up with Keep America Beautiful - the largest community improvement organization in the United States - to clean up waste in every city the Rams visit this season. These efforts highlight how small steps and teamwork can make a make a difference.

In collaboration with Keep America Beautiful, Castrol would like to "Leave the City Better Than We found It" initiative that will clean up the 9 cities the Los Angeles Rams will be visiting during the 2021 NFL season. Keep America Beautiful will work with local affiliates and partners to execute cleanups in 11 cities, 2 kickoff events executed in April, and 9 which will be executed during the National Football League regular season. COVID-19 and weather restrictions will be considered, and necessary adjustments will be made in the event a cleanup cannot be conducted.

Local pass-through grants of \$2,000 will be provided to local organizations to host the cleanup events.

Objectives and Goals:

- **Objectives:**
 - Drive change in local communities through tangible action that results in measurably reduced waste and cleaner environments.
 - Increase engagement with local individuals, partners and institutions to build connections with constituents and communities.
 - Generate Awareness of Castrol's cleanup efforts in partnership with the LA Rams and Keep America Beautiful on the local level.
 - Elevate Castrol's presence within each community and underscore its impact on local neighborhoods.
- **Goals:**
 - Execute one day cleanups in 9 markets in support of the Driving for Change program.
 - Recruit 75-100 volunteers to participate in each local event.
 - Engage local partners, influencers, community groups, and community officials to participate in each local event.

Key Messaging:

Keep America Beautiful® is teaming up with Castrol and the Rams to clean up in every city the Rams visit this season. These efforts highlight how small steps and teamwork can make a difference. The “Leave the City Better Than We found It” initiative will clean up the 9 cities the Los Angeles Rams will be visiting during the 2021 NFL season.

When:

Event dates are TBD, but will follow the Los Angeles Ram’s travel schedule:

- **9/19:** Rams at Indianapolis Colts (Priority market, may secure player for event)
- **10/7:** Rams at Seattle Seahawks
- **10/17:** Rams at New York Giants (Priority market, may secure player for event)
- **10/31:** Rams at Houston Texans (Priority market, may secure player for event)
- **11/15:** Rams at San Francisco 49ers
- **11/28:** Rams at Green Bay Packers (may need to conduct earlier due to weather constraints)
- **12/13:** Rams at Arizona Cardinals
- **12/26:** Rams at Minnesota Vikings (may need to conduct earlier due to weather constraints)
- **1/2/2021:** Rams at Baltimore Ravens (may need to conduct earlier due to weather constraints)

Where:

- Indianapolis, IN - Keep Indianapolis Beautiful
- Seattle, WA - TBD
- Meadowlands, NJ - TBD (*note: Castrol N.A. Corporate Headquarters located in Wayne, NJ. Will provide some volunteers.*)
- Houston, TX - Keep Houston Beautiful (*note: BP N.A. Corporate Headquarters (Castrol Parent Co.) located in market. Will provide some volunteers.*)

Promotion:

- KAB website
 - Microsite/page w/link to KAB Volunteer Portal
- Volunteer Portal
- Social media (11 posts specified in MSA)
- Public relations efforts across multiple channels/publications, including joint press release
- Sponsor logo placement on KAB website
- Event promotion materials (localized & for promotion @ Castrol’s Headquarters and local partners)

Affiliate/Partner Responsibilities:

- Identify and recommend clean up locations (preferably nearby stadium)
 - Location requirements include:
 - In need of cleanup

- Easily accessible for volunteers, partners, and media
- Confirm dates & timing (**Will need to work with Castrol on preference of day**)
- Recruit volunteers - Goal = 75-100
 - Castrol will be able to provide some volunteers, depending on market
 - NY & Houston markets have large employee base
- Duration of cleanup = minimum 4 hours
- Be an active participant in regular update calls
- Develop and manage cleanup event
- Local media support
- Social media support
- Invite local partners, influencers, community groups, and community officials
- Report results

Information we want to collect from affiliates:

- **Pre event**
 - Location (address and description of site)
 - Brief description of proposed cleanup project
 - What is the community impact you hope your project will achieve?
 - How will you measure litter collected during the event?
 - How will the project help to meet community needs?
 - How will you engage the community in the project?
 - Where will you recruit volunteers?
 - How will your organization help promote event?
 - What local influencers, partners, community groups, local businesses, and community officials are you able to involve in the event?
- **Post event**
 - # of volunteers
 - Pounds of litter and debris collected
 - Miles of streets, roads, & highways cleaned
 - Photos
 - Local media