



Rob
Machado
Foundation



ROB MACHADO
FOUNDATION

SPONSORSHIP OPPORTUNITIES



A NOTE FROM ROB

We created the Rob Machado Foundation in 2004 with the simple belief that our planet needs to be taken care of, and there's no

better place to start than with our local communities and our children.

In the early days we supported gardening and recycling programs and that has now evolved into a water filling station program to schools and public places that provides clean water while encouraging reusables over single-use plastic water bottles.

We believe our youth are the future of our planet. We believe communities can come together to impact change. And we believe the future starts here.

With gratitude,



MISSION & IMPACT



OUR MISSION

THE ROB MACHADO FOUNDATION'S PRIMARY PURPOSE IS TO EDUCATE AND EMPOWER YOUNG PEOPLE TO MAKE SUSTAINABLE CHOICES.





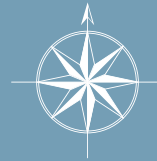
“Since the installation of the Rob Machado Foundation water filling stations reusable water bottles are now carried by most students and staff **greatly reducing plastic consumption** on all **15 campuses** and educating **11,000 students.**”

ROSEMARY ESHELMAN
Carlsbad Unified School District

42 Water stations have been donated to **27** schools & public places in Southern California



MEMBERS OF:



CHARITY NAVIGATOR
Your Guide To Intelligent Giving



400
All-time
volunteers



3M+

Plastic water
bottles diverted
from landfills
annually

“The Reef brand greatly values the Rob Machado Foundation as a collaborative partner. We share a **common vision for healthier oceans, access to clean water, and safe beaches.** Doing our part together, especially rooted in Southern California, really is a place we can **connect with our local community** as the power of one.”

SHEA PERKINS

REEF Senior Manager, Culture & Impact Marketing

CLEAN, FREE DRINKING WATER FOR EVENT ATTENDEES

Our water filling station program has expanded to include community events & local music festivals. Together we work with event directors & sponsors with the shared goal of reducing single-use plastics onsite and giving attendees access to clean, free drinking water. Not only does this help eliminate an event's environmental impact, but it also helps keep event goers hydrated for a positive health impact. The Rob Machado Foundation is also a proud Non-Profit Partner of BYOBOTTLE—a music industry effort to turn the tide on plastic pollution.



"At the Ohana Festival, preserving the natural beauty and integrity of Doheny State Beach is at the heart of our mission. Our collaboration with the Rob Machado Foundation to provide free water stations throughout the festival not only supports our commitment to environmental sustainability but also significantly reduces plastic waste."

Dan Conley
 Director of Operations/ OHANA Festival

THE ROB MACHADO FOUNDATION SPONSORS THESE LOCAL EVENTS

Ohana Festival, Dana Point, CA
 20,000 attendees per day

Beach Life Festival, Redondo Beach, CA
 10,000 attendees per day

Switchfoot BRO-AM, Encinitas, CA
 17,000+ attendees

Camp Shred, Cardiff, CA
 10,000 attendees

Wonderfront Festival, San Diego, CA
 18,000+ attendees per day



Rob Machado Foundation

21.7K

Instagram Followers

60K

Instagram Impressions/month

16.7K

Facebook Followers

16K

Website Page Views/year

3.4K

Newsletter Subscribers



Rob's Social Channels

602K

Instagram Followers

324K

Facebook Followers

Rob posts Rob Machado Foundation information and events on his social channels.



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES

WATER FILLING STATIONS

CLEAN, FREE DRINKING WATER FOR EVERY STUDENT

The Rob Machado Foundation donates water filling stations to schools with the goal to give students access to clean filtered water without having to purchase single-use plastic water bottles. The Water Station program is a sustainable opportunity to engage schools in an environmental program that will positively impact student's everyday.



BECOME A SPONSOR

Cost to Sponsor: \$6,000

Includes: Administration fee, cost of unit, delivery and installation

Benefits: Co-branding opportunity, potential school assembly opportunity with Rob Machado*, social media and newsletter exposure

**Pending availability*

SPONSORSHIP OPPORTUNITIES

CORPORATE BEACH CLEANUPS

A COMMUNITY EFFORT TO PROTECT OUR BEACHES

In addition to our monthly beach cleanups for our community we host corporate beach cleanups. This is a great way to support your local community and offer your employees a corporate volunteer program.



BECOME A SPONSOR

Cost to Sponsor: \$1,000

Includes: Administration fee, cost of items and beach permits

Benefits: Social media messaging and dedicated newsletter to community, option to choose your cleanup location

SPONSORSHIP OPPORTUNITIES

DIVERTING PLASTIC WATER BOTTLES FROM LANDFILLS

We are excited to announce a new program partnership with SDUSD (San Diego Unified School District) with a goal of putting a reusable bottle into the hands of all 112,000 students.



REUSABLE WATER BOTTLES

BECOME A SPONSOR

Cost to Sponsor: \$1,000

Includes: Costs of purchasing 400 reusable water bottles

Benefits: Newsletter and social media messaging

SPONSORSHIP OPPORTUNITIES

TRASH & RECYCLING SYSTEMS

DURABLE RECYCLING & TRASH BINS IN HIGH-NEED SPACES

This program started after we realized that many of the schools' athletic fields had neither trash nor recycling bins. After weekend sports games, plastic bottles and other litter was often scattered across the fields. The Rob Machado Foundation sourced bins made from 95% recycled materials for several school fields, and have expanded the program to solve recycling needs.



BECOME A SPONSOR

Cost to Sponsor: \$800 per unit

Includes: Cost of unit and shipping

Benefits: Co-branding opportunity, social media messaging



THANK YOU!

Justine Chiara

hello@robmachadofoundation.org