



Sustainability Activations

Event-specific, hands-on activities to engage fans, employees, and vendors in sustainability at State Farm Stadium.



2026

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OVERVIEW

The Sustainability Activation Ideas (SAIs) are event-specific, hands-on activities to engage fans, employees, and vendors in sustainability at State Farm Stadium (SFS). These activations should be implemented in alignment with the Fan Engagement Plan to increase awareness, participation, and understanding of the stadium's sustainability initiatives.

This list outlines engaging initiatives for SFS to implement, including a Green Team, a Green Zone, sustainability-themed photo booths, and waste-sorting stations with participation incentives, providing fans with opportunities to actively engage with sustainability in meaningful and memorable ways. It is further suggested that SFS incorporate event-specific activities such as sweepstakes, raffles, or other interactive experiences to involve attendees, employees, and vendors more broadly. These approaches reinforce sustainability messaging, enhance visibility of SFS's initiatives, and create a more engaging and impactful game-day experience.

GREEN TEAM

The Green Team is a group dedicated to assisting attendees with waste sorting and promoting sustainability awareness throughout the stadium. Team members help guide fans on how to properly dispose of items and provide information about the stadium's sustainability initiatives. The team could initially consist of volunteers, such as college students studying sustainability or related fields, with the long-term goal of transitioning the role into paid staff positions.

Green Team members would be stationed throughout the stadium, with a stronger presence near waste disposal stations. Their role is to assist fans who may be unsure how to sort their waste and to help prevent contamination in recycling and compost streams.

In addition to assisting with sorting, Green Team members may recognize and reward positive sustainability behaviors. Examples could include properly sorting waste into multiple streams, rinsing containers to avoid contamination, or picking up litter. When these actions are observed, attendees may receive a small reward, such as a reusable cup voucher or a small concession discount (approximately \$2). A limited number of rewards would be available per event, but distributing them publicly can help encourage sustainable behavior among other fans.

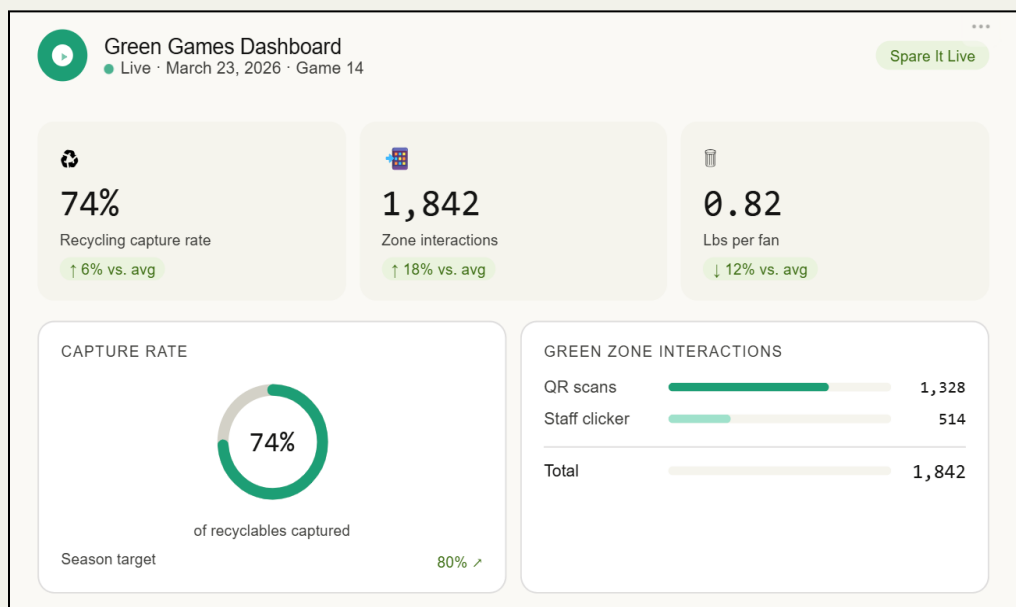


GREEN ZONE

The Green Zone is a dedicated area within the stadium that serves as a central hub for sustainability initiatives during events. The space highlights the stadium's environmental efforts while hosting fan engagement activities, creating a visible, interactive space focused on sustainability. The Green Zone functions as both an educational and engagement space where fans can learn about initiatives such as waste diversion and composting while participating in interactive activities.

The Green Zone should be located in a high-traffic area of the stadium, such as near entrances or concession stands, to maximize visibility and participation. The space can be organized into sections that support both education and activities. For example, one area may include Green Team members demonstrating proper waste sorting, answering fan questions, and helping guests understand how to dispose of items correctly. Another area may feature interactive activities, such as a prize wheel game or other fan engagement opportunities.

The Green Zone may also include a live dashboard displaying real-time waste diversion data from the event, allowing fans to see the direct impact of their participation. The space would be staffed by a designated "Green Team" responsible for educating fans, promoting sustainability awareness, and assisting with questions about the stadium's environmental initiatives.



SUSTAINABILITY MURALS CONTEST

The Sustainability Mural Contest is an initiative designed to engage the local community while highlighting the stadium's commitment to sustainability. The contest invites individuals of all ages to submit mural design concepts that reflect the local environment, culture, and community.

Artwork submissions should incorporate sustainability themes such as:

- Environmental stewardship
- Water conservation
- Local wildlife and landscapes
- Community responsibility

Selected designs would be painted as murals in key locations throughout the stadium, serving as a permanent visual representation of the stadium's sustainability efforts. A public call for submissions invites community members of all ages to submit mural design concepts. A selection committee comprising stadium representatives, Green Team members, fans, and community representatives reviews submissions and selects one or more designs that best represent the sustainability theme. Selected artists then work with stadium staff to paint their murals on designated wall spaces throughout the stadium. Once completed, the murals become part of the stadium's sustainability messaging and can be highlighted through signage, the sustainability webpage, social media, and sustainability-focused events.



GREENEST TAILGATE CONTEST



The Greenest Tailgate Contest is a fan engagement activation designed to extend State Farm Stadium's sustainability efforts to the pre-game tailgating experience. The primary goal is to encourage attendees to host "waste-free" tailgates by actively minimizing trash, maximizing proper waste sorting (recycling and composting), and demonstrating responsible cleanup. Fans will participate by posting photos of their sustainable setup on social media using a designated event hashtag. This initiative will help foster a community of fans who want to do their part and promote gameday habits that contribute to a "Green Game". To provide a clear incentive for participation, the winner may receive desirable co-branded prizes, such as a free shirt, a reusable water bottle, and potentially signed merchandise.

The Greenest Tailgate Contest would primarily manifest in a designated tailgating parking lot, chosen out of the available tailgating locations, to serve as an extension of the stadium's "Green Game" efforts. The activation will be promoted pre-event to those who wish to participate. Signage and banners will be positioned at key stadium entry points to clearly direct people to the tailgate area. Green Team members would be tasked with circulating through the tailgate beginning 4 hours before kickoff (designated tailgating time).

These team members will also provide specific, color-coded bags for items such as aluminum cans to interested tailgaters, which, if filled without contamination, can warrant a prize. The social media component will provide a virtual presence, including contest updates, featured entries, and the final winner announcement. The winner of the Greenest Tailgate would have to be announced during a break in the game to recognize their efforts toward a waste-free event.

The execution of the Greenest Tailgate Contest requires coordination within the Sustainable Stadium Alliance to designate a specific tailgating zone for this event. It will also require a combination of logistical and promotional resources. Logistically, this includes securing a sufficient supply of waste bags for aluminum cans to be distributed by the Green Team. Promotional assets include suitable signage and digital graphics for social media and the stadium jumbotron or app. Staff will also need to be debriefed on this event, so they know what is happening and the purpose of the tailgate. The contest will also require prizes for participants and a clear line for determining the winner.

REUSABLE CUP CHALLENGE

State Farm Stadium can expand its sustainability efforts through fan engagement by implementing a deposit-based reusable cup exchange system. In this system, fans purchase beverages in reusable cups by paying a small deposit (e.g., \$2 per cup). At the end of a game or event, fans can return the cup to a designated return location to receive their deposit back. This approach helps reduce single-use plastics and supports a circular system within the stadium. This approach aligns with growing environmental awareness among sports and special event fans and the demand for more environmentally friendly stadiums within the NFL, increasing the leadership of the stadium in eco-friendly event management.

When integrated at State Farm Stadium, clear signage throughout the stadium would direct fans to pick up and return cups, with designated return locations. The program could be supported by Green Team members who facilitate cup returns, assist fans, and share brief educational messages about the benefits of reusable products. The cup itself should be durable, easy to clean, and designed for repeated use. Branding could include the State Farm Stadium logo, a sponsor like Coca-Cola, or team branding to make it both functional and appealing. This initiative allows fans to participate in the stadium's sustainability efforts while contributing to waste reduction during events.



SUSTAINABILITY PHOTO BOOTH

This activation would require space within the Green Zone for either an enclosed booth or a backdrop-style photo area, along with sustainability-themed graphics that reinforce recycling and waste diversion messaging. The enclosed option would include a full digital photo booth system with an interior backdrop for a more immersive experience. An alternative option is a backdrop-style photo section with a ring light using a phone or iPad mounted on a tripod or phone stand to capture photos and automatically send them to fans via email or text, making it a lower-cost, simpler setup. Additional materials for fan engagement could include sustainability-themed props to make photos fun and reinforce environmental messaging:

- “I Diverted Waste Today” signs
- Inflatable Earth globes
- Speech bubbles with environmental slogans
- Foam recycling arrows symbol
- Oversized aluminum can
- Recycling MVP” championship belt

Green Team staff or volunteers would be present to manage the activity, assist with distributing props, and engage fans in conversations about the stadium’s sustainability efforts.



SPONSOR ACTIVATION

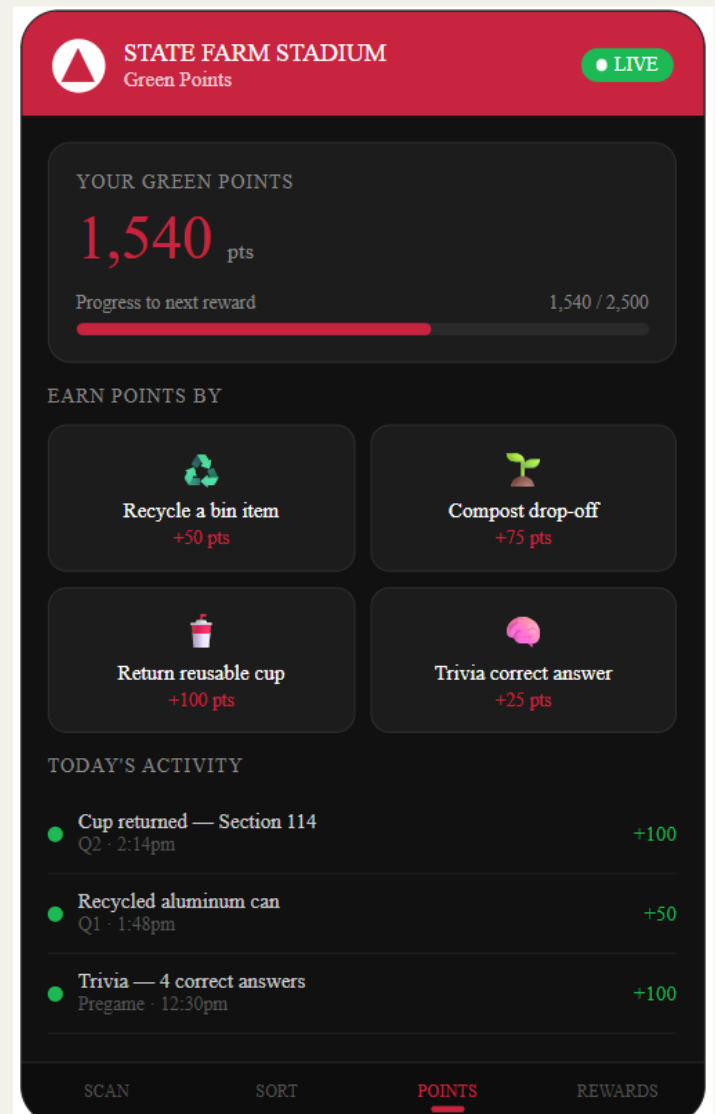
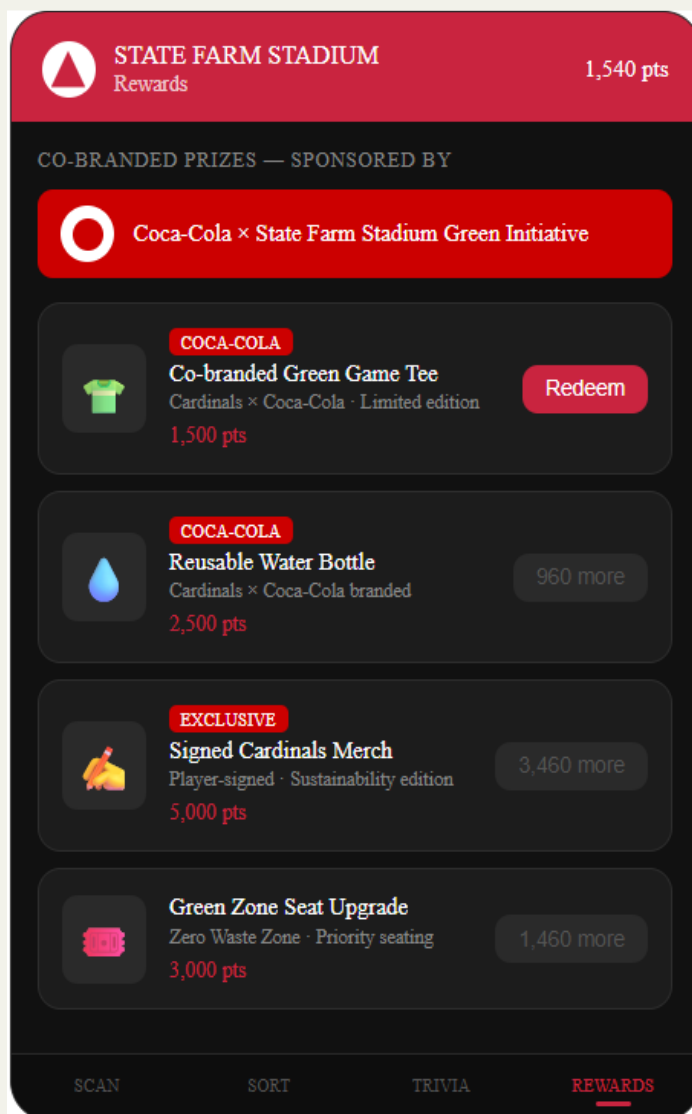
State Farm Stadium can leverage its sustainability activations through continued partnerships with organizations such as Coca-Cola. Fans engaging in sustainability efforts at the stadium, such as recycling in the designated waste bins, can be rewarded with in-person tangible benefits, including co-branded prizes sponsored by Coca-Cola. Opportunities for more interaction in the game day app can also be presented through green points rewarded to fans and participants at other State Farm Stadium events, distributed by employees. Participants can use their points to unlock exclusive co-branded prizes sponsored by Coca-Cola, adding excitement and motivation to the green initiatives. Systems such as this encourage environmentally responsible behavior by turning simple actions into opportunities to earn rewards and feel more a part of State Farm Stadium's green community.

Two Coca-Cola-sponsored activities that have been successful in other stadiums are “Caught Green-Handed” and “Go the Extra Yard Challenge”. With the continuous goals of the State Farm stadium to achieve waste reduction and recycling, the “Caught Green-Handed” activity would consist of people being “caught” doing positive environmental actions, like properly disposing of Coca-Cola packaging or participating in clean-up activities. As stated above, exclusive co-branded prizes sponsored by Coca-Cola will be handed out to participants throughout the football season, including reusable stadium cups and discount food vouchers. Interactive activities, such as those listed above, encourage participation in recycling programs that benefit both the stadium and the environment.

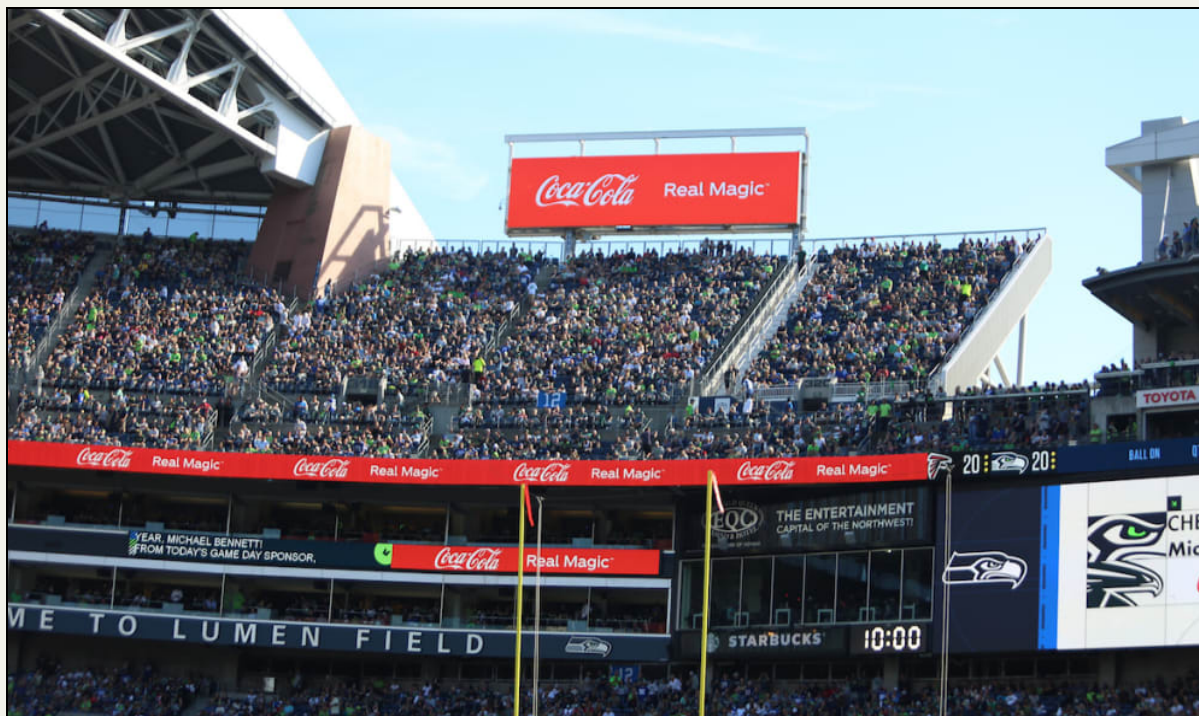
Taking inspiration from these initiatives would be a great start for State Farm Stadium to get guests involved with their waste reduction program, while also creating a reason to participate. Stadiums such as Lumen Field have implemented a “Go The Extra Yard Challenge” sponsored by Coca-Cola to encourage fans to take eco-friendly actions, including recycling bottles, eating meatless meals, and ridesharing to the stadium.

The tracking of these actions over four weeks is to be recognized as the greenest fan and be able to win prizes like tickets and autographed jerseys, making the challenge engaging and rewarding for fans.

Lumen Field has experienced multiple benefits from implementing this program, such as continuing to promote environmental awareness among fans and reducing the stadium's environmental footprint by fostering community participation in green actions. For State Farm Stadium, incorporating a campaign modeled after their "Go The Extra Yard" Challenge could bring many benefits to State Farm Stadium, including positioning State Farm Stadium as a leader in environmental responsibility in the region, inspiring other venues and businesses, and encouraging sustainability actions that could significantly lower the stadium's carbon footprint.



ZERO WASTE ZONE



The Zero Waste Zone is a pilot section in the stadium where attendees compete to maintain a high waste diversion rate using Spare-it technology. If the section meets the target contamination or diversion rate, the entire section earns a reward. This is done in partnership with sponsors such as Coca-Cola or other stadium partners, combining sustainability with fan engagement.

A specific seating section is designated as the sponsored “Zero Waste Zone,” clearly marked with signage and visual cues to make it easy for fans to identify. Trash and recycling bins in this section are equipped with Spare-it technology, allowing stadium staff and fans to track contamination and waste diversion rates in real time. Throughout the game, fans can see their section’s progress, fostering friendly competition and encouraging proper waste disposal. At the end of the game, or at a designated time, like at the end of the third quarter, if the section meets or exceeds the target diversion rate, attendees in that section receive a reward. Rewards can

vary depending on the sponsor; for example, in a Coca-Cola section, fans may be eligible for a free or discounted drink, or even access to a limited-edition flavor exclusive to the event. To claim their reward, fans simply verify their seat with a digital ticket and scan the reward at the designated area, ensuring a smooth and engaging fan experience while promoting sustainability.

The process begins when the section reaches the target diversion threshold. Once achieved, a notification is automatically pushed through the official team app or the sponsor's app, such as Coca-Cola, alerting fans that they have unlocked the reward. Fans then open the app's Rewards or Wallet section, where a unique QR code or barcode becomes active only after the target is met. This code serves as proof of eligibility and is required for redemption. To claim the reward, fans present their digital voucher at a participating concession stand, where an attendant scans the QR code to verify it. These rewards are designed as instant wins and must be redeemed before the end of the game or by a specific time, such as the end of the third quarter. This ensures a smooth flow at concessions, prevents long lines at the end of the event, and encourages fans to participate in sustainable behaviors early in the game.



SPIN-TO-WIN RECYCLING WHEEL

The “Spin-to-Win” Recycling Wheel is a gamified way to educate stadium attendees about sustainability and waste sorting. This spinning wheel would be located in the Green Zone and show various waste items where disposal may not be entirely straightforward (i.e., contaminated plastic utensils, waxed coffee cups, etc.). Once they spin the wheel, attendees would have to correctly identify whether the selected item would be disposed of in compost, recycling, or a landfill. If answered correctly, attendees will receive a small prize. These prizes may include wristbands, stickers, pins, recycled pens, reusable utensils and cups, and various Earth-themed merchandise.



VENDOR CHALLENGE

The Vendor Challenge is an internal competition designed to leverage State Farm Stadium's concession partner, Craft Culinary, to drive waste-diversion improvements at the source. The challenge focuses on two primary metrics: achieving the lowest waste contamination rate and the highest compost capture rate among competing concession stands. This initiative would help ensure food service waste is properly sorted, aligning with the stadium's "Green Game" zero-waste goals. Winning vendors would be recognized for their efforts, receiving internal recognition or a weekly/monthly vendor spotlight, which can help foster friendly competition and continue to promote a sustainability culture among employees.

Coordination with Legends Global and Craft Culinary will be needed for this event, along with any other sustainable alliance representatives who could have a say in what is happening. This could also create future challenges for employees at the stadium. Coordination between Craft Culinary and its suppliers will also be needed to obtain compostable or reusable materials for vending food. If it is solely behind the scenes, then a specific spot for recognition will need to be created. Along with a designated way to determine how low the contamination rate is and how much is being composted, a method will need to be set up with technology or done by hand.

The challenge would primarily take place in the back-of-house operations of the concession stands. It would require the implementation of real-time waste monitoring, which could be done by specific individuals tracking at the source or by utilizing Spare-it technology. For implementation, this would involve collaborating with Craft Culinary to further train employees on proper waste sorting and to encourage the inclusion of some innovative items on their menus. Such items on the menu could include the concession stand offering a "sustainability package," which would exclusively use compostable and recyclable packaging and food-serving items (boats, utensils, etc).

PARTNERSHIPS, SPONSORS, AND TECHNOLOGIES

State Farm Stadium seeks to advance its sustainability initiatives through strategic collaboration with both current and prospective partners.

Swire Coca-Cola is an existing partner and could play an expanded role in supporting future environmental initiatives. Potential collaboration opportunities include promoting waste diversion through product placement, incentivizing sustainable fan behaviors, and supporting stadium-wide sustainability engagement programs.

Spare-it is a potential future partner that provides real-time monitoring technology to track waste diversion performance and measure progress across stadium waste streams.

Potential Partner Contact Information:

Spare-it

Ryan Glover, Partnerships Manager

Phone: 978-551-1251

Email: ryan.glover@spare-it.com

Nick Moore, VP of Partnerships and Impact

Phone: 410-292-7296

Email: nick.moore@spare-it.com



MEASURING ACTIVATION IMPACTS

Overall KPIs

- # of vouchers distributed per game
- % of vouchers redeemed at concessions
- # of website visits
- Diversion Rate Increase (%)
- Contamination Reduction (%)
- Single-Use Items Avoided
- Contamination before vs. after Green Team's presence

1. Green Team

- # of fan interactions (clicker tracking)
- # of vouchers distributed per game
- % of vouchers redeemed at concessions
- # of Green Team engagements (clicker tracking)
- # of sorting assists provided

2. Green Zone

- Total Green Zone visitors (clicker count)
- Avg. time spent in zone
- # of Green Zone fan interactions/visitors

3. Murals From Local Artists

- # of artist submissions
- Engagement on contest posts (shares, comments, mentions, saves)

4. Greenest Tailgate Award

- # of hashtag posts
- Total social impressions
- # of waste-free tailgate pledges
- Estimated waste reduced (if participants report avoiding disposables)
- Engagement rate vs. normal game-day content

5. Reusable Cup Exchange

- # of reusable cups distributed
- Return rate (% returned)
- Estimated single-use cups avoided
- Cost savings from reduced single-use purchases

6. Sustainability Photo Booth

- # of QR scans from booth signage
- # of social media shares using event hashtag
- % of participants who answered trivia correctly after engagement

7. Sponsor Activation – Coca-Cola

- # of challenges completed
- # of co-branded prizes redeemed

8. Zero Waste Zone

- Contamination rate (measured via waste audit)
- Diversion rate %
- Weight of compost vs. landfill
- Participation rate in the section (vouchers redeemed)

9. Spin-to-Win Recycling Wheel

- % of correct answers
- Most commonly confused waste item
- Prize redemption rate
- Post-game knowledge survey improvement

10. Vendor Challenge

- Contamination rate per vendor
- Compost capture rate
- Waste generated per \$1,000 in sales
- Improvement over baseline

SCALABLE INITIATIVES

1. Reusable Cup Program

Inspired by the reusable cup program implemented at Levi's Stadium in partnership with PepsiCo, State Farm Stadium could explore a similar system to reduce single-use beverage containers and support waste reduction goals.

2. Dedicated Sustainability Staff for Sustainability Activation

Following the model used at Levi's Stadium during Super Bowl LX, State Farm Stadium could onboard designated "sustainability staff" or volunteers to assist fans with proper waste sorting and provide guidance at waste stations.

