



MASCOT RECYCLING Challenge!

#MascotRecyclingChallenge

PARTICIPATION OVERVIEW & GUIDELINES

5-Weeks: Monday, October 1 - Sunday, November 7

OVERVIEW:

One Contest, Two Prizes! To participate in the 5-week Mascot Recycling Challenge, Colleges/Universities need to provide one (1) short video* or one (1) photo* with the school Mascot advocating recycling plastic bottles and report how many plastic bottles are recycled. All submissions must include a short blurb with the video or photo.

WINNER:

- **Prize 1:** Most Likes & Shares (across all social media platforms)
- **Prize 2:** Most Plastic Bottles Recycled

CONTEST GUIDELINES:

- Provide one (1) video (30 seconds or less) or one (1) photo with the YBMJ/Mascot Recycling Challenge brand displayed*. Photo & Video Size Requirements 1:1 ratio.
- Provide a blurb with the one (1) video or one (1) photo
- All graphics must include the YBMJ/Mascot Recycling Challenge brand*. Submission will be disqualified, if the content is not branded.
- If you want graphic support, please submit a visual of the Mascot (video or photo*) by **Friday, September 10**. (email: ajenkins@sccommerce.com)
- If the College/University is taking the responsibility of editing the graphic, please submit the final content (video or photo*) by **Friday, September 17** (a toolkit with graphics will be provided through email).
- The College/University must TAG (Your Bottle Means Jobs) when posting the graphic on the social media platforms (Facebook, Instagram, LinkedIn - See page 2).
- The College/University must use the **#MascotRecyclingChallenge** hashtag.
- When YBMJ post the College/University's graphic, the school must Like & Share the graphic on (YBMJ) social media platforms (Facebook, Instagram, LinkedIn - See page 2).
- Track and report recycling tonnage during the time-frame (**October 1 - November 7**).
- Colleges/Universities must submit the tonnage report (for all recycling) by **Monday, November 8**.
- Email all graphics and recycling tonnages to the SC Department of Commerce, recycling@sccommerce.com

WINNER ANNOUNCEMENT:

- **Monday, November 15, 2021 – America Recycles Day**
- Winners will be contacted and announced on the YBMJ social media platforms
- A winner graphic will be provided for the College/University to share on their social media page
- A trophy will be provided to the winner

REGISTRATION:

- Online Registration (Microsoft Forms): **Monday, July 19 – Friday, August 6** – (available on the Your Bottle Means Jobs website, <https://yourbottlemeansjobs.com/mascot-recycling-challenge>)

SUBMIT CONTENT:

- **Friday, September 10:** Submit one (1) photo or one (1) video (If you WANT graphic support please submit photo or video)
- **Friday, September 17:** Submit one (1) photo or one (1) video (If you DO NOT want graphic support, please submit content with the YBMJ / Recycling Mascot Challenge brand)



YOUR BOTTLE MEANS JOBS SOCIAL MEDIA HANDLES:

- Facebook - @SCDOC.YourBottleMeansJobs
- Instagram - @urbotlmeansjobs
- LinkedIn - @your-bottle-means-jobs



GRAPHIC FRAME TO BE PROVIDED TO PARTICIPATING SCHOOLS

*Photo & Video Size Requirements 1:1 ratio



EXAMPLE