



LOVE VA

Sept 15 - Nov 15

Sponsorship Opportunities

About Keep Virginia Beautiful

We engage and unite Virginians to improve our scenic and natural environment. We believe in a shared responsibility to end littering, improve recycling, and beautify communities.

For over 70 years, we have empowered individuals and groups to engage in environmental improvement projects through events, contests, grants, and collaborative partnerships. These collective efforts aim to ensure that Virginia stays clean, green, and beautiful for generations to come.

Keep Virginia Beautiful is a state affiliate of Keep America Beautiful.



“Pick Up with Pups” will return to kick-off LOVE VA this fall!



About LOVE VA

LOVE VA is a statewide event over two months in autumn, from September 15 to November 15. It provides a platform, resources, and incentives to engage individuals and groups to make their communities cleaner, greener, and more beautiful. Fall is a great time for litter cleanups, tree plantings, recycling drives, and other community improvement activities.

It will incorporate a kick-off “Pick up with Pups” cleanup with the Richmond SPCA in September. It also includes “Lovers Not Litter Month” in October, which is a Keep Virginia Beautiful partnership with VDOT, Virginia Tourism, and Virginia State Parks. It will conclude with America Recycles Day activities in November.

Event features will include litter cleanups, recycling drives, beautification efforts, native Virginia wildflower seed packet distribution, giveaway contests for sustainability products and other prizes and incentives for participation.

The background of the slide features a vibrant autumn scene. On the left, a brick wall is partially visible, with several black plastic pots containing plants and fallen leaves. The right side shows more foliage, including a tree with yellow and orange leaves. The central text is overlaid on a dark blue rectangular background.

New for 2026!

LOVE VA will include a new, first-of-its-kind digital statewide platform that makes it easier than ever for Virginians to organize and promote cleanups and other “green” events, report their impact, compete for prizes, and earn recognition for keeping our Commonwealth beautiful.

First piloted in the spring of 2026, this platform is building the most visible environmental stewardship record in Virginia’s history, proving that when communities come together, small acts add up to something extraordinary.

Your support will help us grow LOVE VA to achieve even more positive impact! With your partnership, we will aim to engage every locality in Virginia. Join us for what promises to be a fantastic fall campaign to keep Virginia beautiful!

A photograph showing a group of volunteers, mostly wearing bright pink shirts, engaged in planting a young tree in a park. One person is holding the tree steady while another crouches to fill the hole with soil. In the background, other volunteers are working on similar tasks, and a wheelbarrow is visible. The scene is set in a grassy area with mature trees in the background.

Sponsorship Opportunities

Be a part of a meaningful statewide event that offers many opportunities for engagement and community improvement this fall!

Left: CoStar employees and other volunteers planted 50 trees in Canoe Run Park, Richmond VA as part of their LOVE VA Presenting Sponsorship in 2023



SPONSORSHIP PACKAGES



The Seed Sower

Help plant the seeds for our good works to grow.



The Leaf Grower

Help grow participation and engagement.



The Branch Builder

Help make an impact in communities.



The Canopy Creator

Help make lasting improvements in our scenic and natural environment.

Package Benefits and Pricing

Visibility & Promotion	Canopy Creator (\$5,000+)	Branch Builder (\$2,500)	Leaf Grower (\$1,000)	Seed Sower (\$500)	
Logo on Event Website	✓	✓	✓	✓	
Logo on Event Platform	✓	✓	✓	Listing	
Social Media & E-News Recognition	✓	✓	✓		
Recognition on all digital resources	✓	✓	✓		
Logo on Event Posters & Banners	✓	✓			
10 Cleanup Kits / Help planning a cleanup or other event	✓	✓			
Mention in Press Releases, TV, and Radio Spots	✓				
Logo included on Wildflower Seed Packets	✓				

A sampling of social media frame pictures and posts. Your logo would be included beginning at the Leaf Grower sponsorship level.

BENEFITS OF SPONSORSHIP



**Exposure at
KVB-
sponsored
cleanups,
tabling
events, and
other special
events**

**Brand
exposure for
2 months on
online event
platform,
website, e-
news, and
social media**

**Being part
of the
solution! You
and your
employees can
participate and
help engage
others**



From beautification events, to recycling drives and all kinds of litter cleanups, plus incentives like wildflowers and sustainability prizes, LOVE VA has something for everyone to love this fall!



Thank you for your support!

Have any questions? Other ideas?
We would love to discuss how to make
LOVE VA Sponsorship work best for you!
Please contact us:

Cristi Lawton, Executive Director
clawton@keepvirginiabeautiful.org

Malissa Watterson, Development Director
mwatterson@keepvirginiabeautiful.org

