



+ MIAMIBEACH

MORE OCEAN.



LESS PLASTIC.



# WHO ARE WE?

We started Open Water as students at the University of Miami because we were passionate about sustainability and clean, healthy oceans. Now, as residents of Miami ourselves, we're excited for the **opportunity to work with Miami Beach to clean up the beaches we care about most.**



## JESS + NIC, CO-FOUNDERS



alumni, 2009 and 2010



# WHO DO WE WORK WITH?

**Inc.**

“[Open Water is] a must-have for green-friendly hotels, gyms, and museums”

Open Water is on track to eliminate **1 BILLION** plastic bottles by 2026.





# PLASTIC BOTTLES SUCK. AND PEOPLE ARE SICK OF IT.

NEWS

## 'People want to make an impact': Organization wins municipal bottle bans in every Cape Cod town

**Doug Fraser** Cape Cod Times  
Published 4:00 a.m. ET July 1, 2021



“... half of all plastics ever  
made have been produced  
since 2005”



## California proposes phaseout of single-use plastics by 2030



## Jamaica takes aim at the trash crisis that is ruining paradise



## Recycling is not solution to plastic pollution crisis

**Catherine Uden** The Invading Sea  
Published 2:00 p.m. ET Feb. 25, 2021

[View Comments](#)



## Dubai community bans plastic bottles from restaurants and cafes

► Sustainable City hopes to reduce single-use plastics by 90 per cent before end of January 2020





# 83% OF TRAVELERS SAY SUSTAINABILITY IS IMPORTANT TO THEM.

And the U.S. National Oceanic and Atmospheric Administration (NOAA) estimates an 8% increase in beachgoers if marine debris is eliminated.

**This presents a HUGE opportunity for the City of Miami Beach.**

**"WE WANT OUR CITY TO BE KNOWN AS  
A CITY THAT VALUES THE  
ENVIRONMENT, NOT JUST TALK THE  
TALK BUT WALK THE WALK."**

—Mayor, Dan Gelber



# THE CITY'S #PLASTICFREEMB CAMPAIGN SHOWS IT VALUES SUSTAINABILITY...

But partnering with a top plastic polluter  
would say otherwise.

## Coca-Cola and PepsiCo Blasted As World's Top Plastic Polluters For 4th Straight Year

By  Sally Ho — Published on Oct 29, 2021 — Last updated Oct 29, 2021

PLASTIC POLLUTION CLIMATE CHANGE





# WHY IS OPEN WATER A BETTER PARTNER?





# 1. BRAND ALIGNMENT

The Open Water brand uniquely enables Miami Beach to build its sustainability reputation.

# 2. REBATES & ROYALTIES

Competitive pricing paired with strong rebates and an unmatched royalty program.

# 3. COMMUNITY VALUE

Marketing support that brings true value to the city. We stand for what you stand for, so it's win-win.

**1. BRAND ALIGNMENT**

2. REBATES & ROYALTIES

3. COMMUNITY VALUES

# PLASTIC IS NOT JUST A LITTERING PROBLEM.





Plastic has an economics problem, which unfortunately is **UNSOLVABLE** by recycling.

Despite understanding that plastic recycling is not economically viable, big soda has launched billion-dollar campaigns to pin plastic litter on consumers' bad behavior.

All the while, they have opposed bottle deposit bills and have pumped money into more and more plastic production. The truth is...**plastic recycling is not a viable solution, and producers are to blame, not consumers.**



# OPEN WATER IS ACTUALLY SUSTAINABLE

PLASTIC BOTTLES	OTHER ALUMINUM
 <ul style="list-style-type: none"> <li>• 29% recycling rate</li> <li>• not a closed loop</li> <li>• low post-consumer content</li> </ul>	 <ul style="list-style-type: none"> <li>• heavier = 1.7x more emissions</li> <li>• plastic cap</li> <li>• not a closed loop</li> <li>• NO post-consumer content</li> </ul>
CARTONS	GLASS
 <ul style="list-style-type: none"> <li>• 16% recycling rate</li> <li>• Plastic cap and liners</li> <li>• not a closed loop</li> <li>• NO post-consumer content</li> </ul>	 <ul style="list-style-type: none"> <li>• 34% recycling rate</li> <li>• heavy and breakable = waste</li> <li>• low post-consumer content</li> </ul>



**MOST RECYCLED PACKAGING ON THE PLANET**

**73%** Industry-highest post consumer content

ONLY Climate Neutral certified water brand in North America

**Aligns with City's GHG reduction goals!**



Lightweight = lower emissions

# OPEN WATER PUTS SUSTAINABILITY FRONT & CENTER...

The Open Water brand is completely focused on clean oceans and sustainability and everything from our product labels, to our point of sale assets, to our website and social media, communicates that.



**...OUR COMPETITORS  
DO NOT. THIS  
CANCELS OUT MUCH  
OF THE PR VALUE OF  
SWITCHING AWAY  
FROM PLASTIC.**



**Coca-Cola, PepsiCo and Nestlé top '10 worst plastic polluters' of 2020**

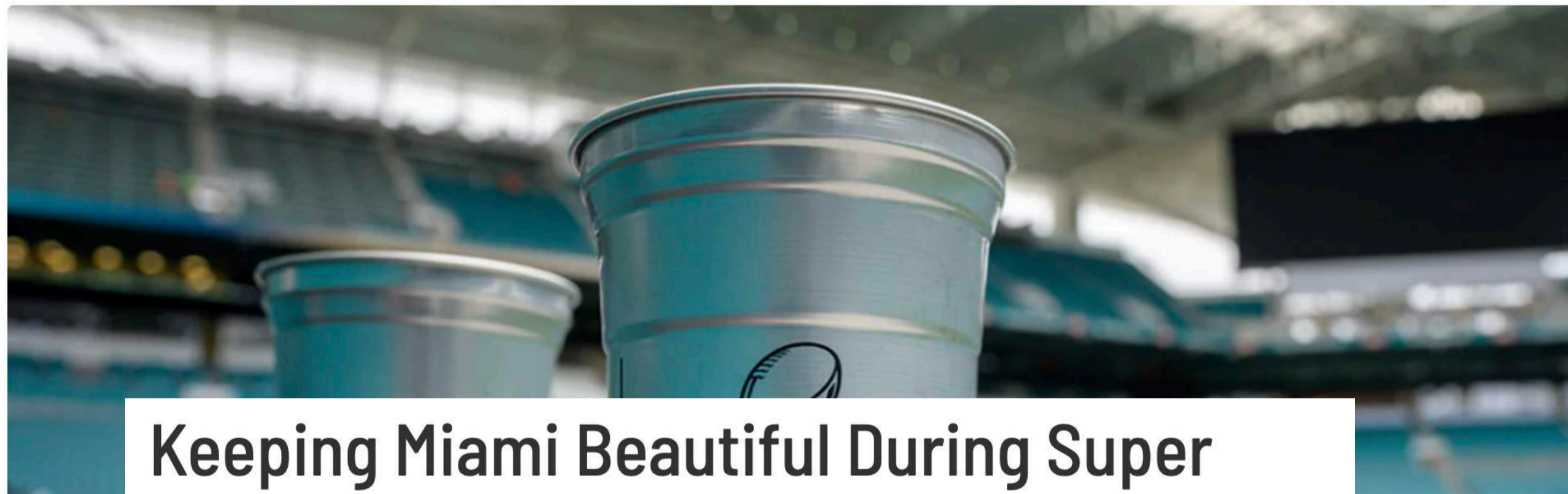
Sure, these products aren't packed in plastic, but what do they really **STAND** for when the same brand sells billions of plastic bottles too?

# THERE'S AN OPPORTUNITY TO CREATE POSITIVE PRESS

Awareness of the Super Bowl's plastic elimination went far beyond the what attendees saw at concessions stands. 102M viewers (and beyond) were made aware of the initiatives to kick plastic to the curb. **The media wants to tell authentic sustainability stories.**

## Super Bowl Stadium Will Serve Beer in 50,000 Recyclable Aluminum Cups

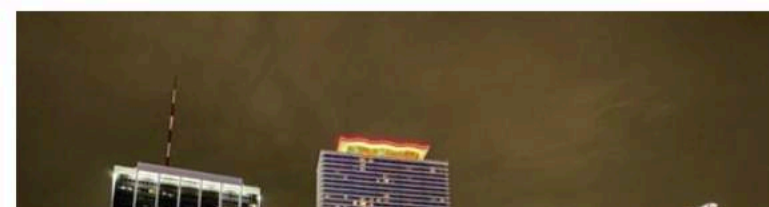
It's part of a broader push to replace single-use plastics in concessions nationwide



### Keeping Miami Beautiful During Super Bowl LIV

Published on February 03, 2020

Super Bowl LIV was a huge success for the City of Miami – and our environment played a starring role as thousands of visitors attended local Super Bowl events and activities.



<https://www.miamiherald.com> > local > article239494128

[Miami is the first NFL venue to go almost plastic-free](#)

Jan 23, 2020 — Hard Rock Stadium in Miami Gardens is the first NFL venue to go almost plastic free. It wants to lead the charge in eliminating plastic ...

<https://www.bbc.com> > world-us-canada-51339089

[Super Bowl: Miami stadium replaces plastic cups with aluminium](#)

Feb 1, 2020 — The Hard Rock Stadium will replace its plastic cups with 50,000 aluminium ones that are easier to recycle. Fans will also be able to purchase ...

<https://www.nationalgeographic.com> > science > article

[Can the Super Bowl go zero waste? - National Geographic](#)

Jan 29, 2020 — This Sunday, Miami's Hard Rock Stadium will try to eliminate its need for a landfill.

<https://oceanconservancy.org> > protecting-florida > 202...

[Protecting Florida: Super Bowl 2020 - Ocean Conservancy](#)

Plastic Football at Super Bowl Experience, Miami Beach Convention Center ... Our sponsorship helped the tournament go single-use plastic-free for the very ...

<https://oceanconservancy.org> > blog > 2019/11/26 > do...

[Dolphins Fans, Rejoice: Hard Rock Stadium Cutting 2.8 ...](#)

Nov 26, 2019 — Dolphins Fans, Rejoice: Hard Rock Stadium Cutting 2.8 Million Single-Use Plastic Items in Time for Super Bowl LIV.

<https://www.forbes.com> > michaellore > 2019/11/18 > h...

[Hard Rock Stadium To Eliminate 99.4% Of Single-Use ...](#)

Nov 18, 2019 — The vice chairman, president and CEO of the Miami Dolphins and Hard ... 99.4% of single-use plastics by 2020, including for Super Bowl LIV.

Everyone was talking about it:

Forbes

The Miami Herald

BBC

NATIONAL GEOGRAPHIC

CBS

Bloomberg

# AND OPEN WATER'S BRAND OFFERS THE STRONGEST PR STORY

☰ 10 NEWS WEATHER SPORTS FEATURES ENTERTAINMENT ESPAÑOL NEWSLETTERS CONTACT US

## LOCAL NEWS

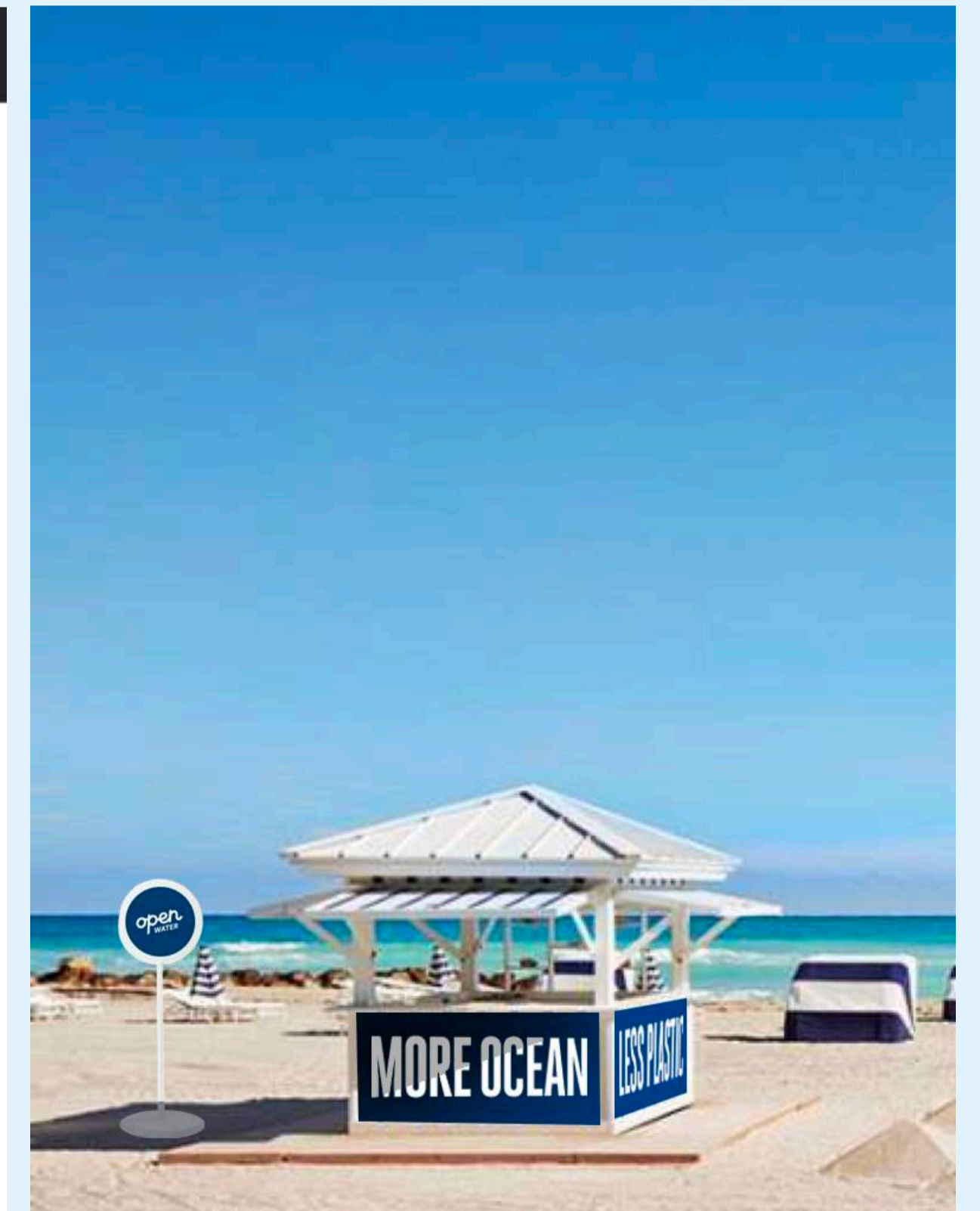


Louis Aguirre, Anchor/Reporter

Published: December 15, 2021, 6:07 PM  
Updated: December 15, 2021, 11:30 PM

Tags: Don't Trash Our Treasure, Miami Beach, Miami-Dade County

### City of Miami Beach Champions Plastic-Free Beaches in Deal with Open Water

Putting sustainability first by eliminating water in plastic bottles and funding Biscayne Bay restoration





1. BRAND ALIGNMENT | 2. REBATES & ROYALTIES | 3. COMMUNITY VALUE

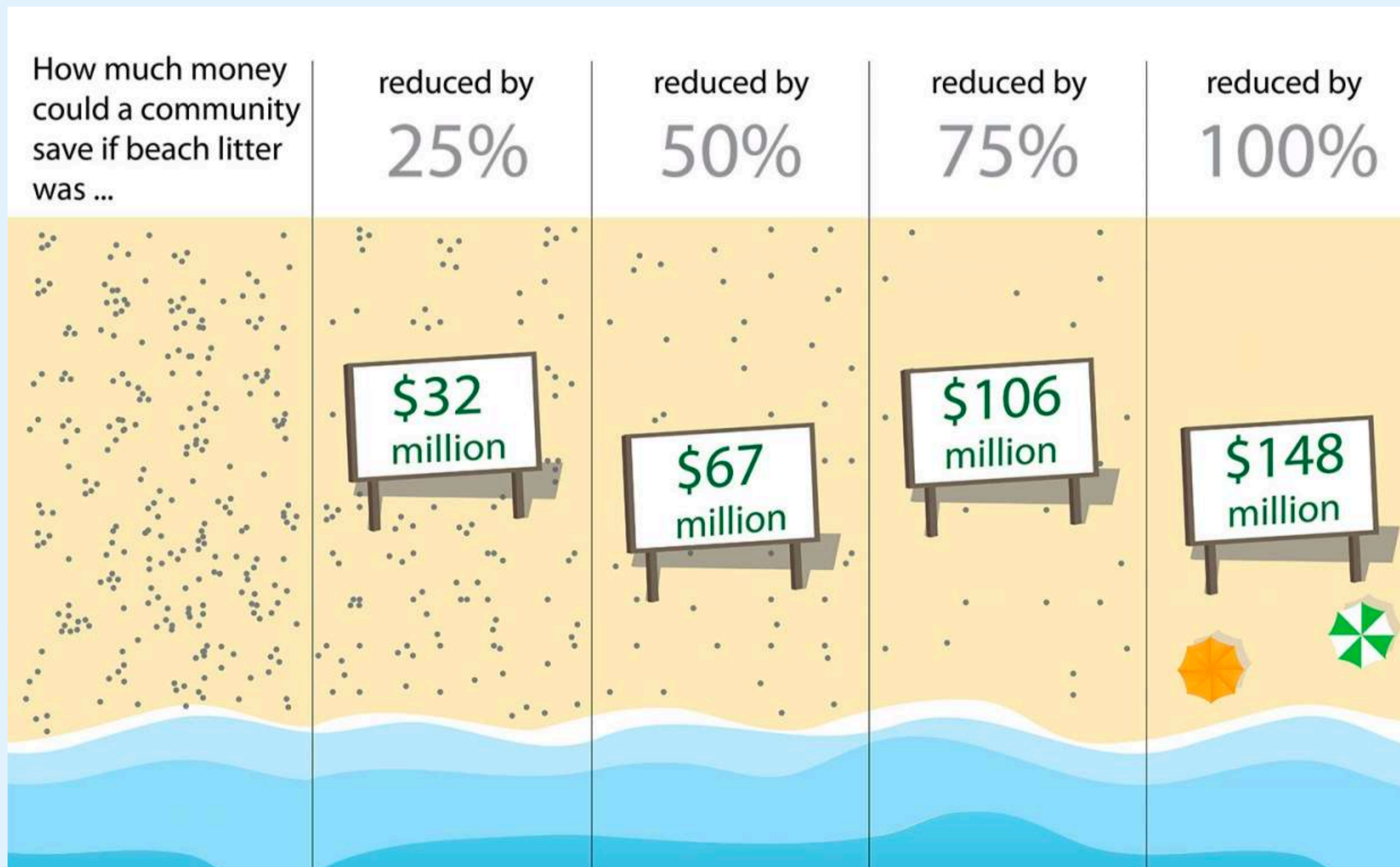
# WHICH WILL TOURISTS CHOOSE TO VISIT?



VS



# CLEANER BEACHES = POSITIVE IMPRESSION = INCREASED VISITORS



**\$148 MILLION TO THE CITY**

Product sales will directly support the City's habitats and waterways, further enhancing and preserving Miami Beach's natural beauty. **Cleaner beaches also translates directly into more visitors.** The NOAA estimates eliminating marine debris can increase beachgoers by 8.1%. At \$244\* daily spend per visitor, this represents a potential increase of over **\$148 million to the City** annually.

<https://response.restoration.noaa.gov/marine-debris-impacting-your-beach-day-and-your-wallet>

\*[https://www.miamiandbeaches.com/getmedia/414b53a1-6b69-4eae-91f2-ed4585389a58/2019\\_Visitor\\_Industry\\_Overview\\_051320.aspx?ext=.pdf](https://www.miamiandbeaches.com/getmedia/414b53a1-6b69-4eae-91f2-ed4585389a58/2019_Visitor_Industry_Overview_051320.aspx?ext=.pdf)

# TAKE ADVANTAGE OF OPEN WATER'S BRAND THROUGH CO-BRANDING

Use our products to spotlight the City's sustainability messaging and culture. Direct consumers to refill stations and recycling bins. Highlight hashtags and initiatives.



Create **MILLIONS** of impressions for the City's plastic-free movement.

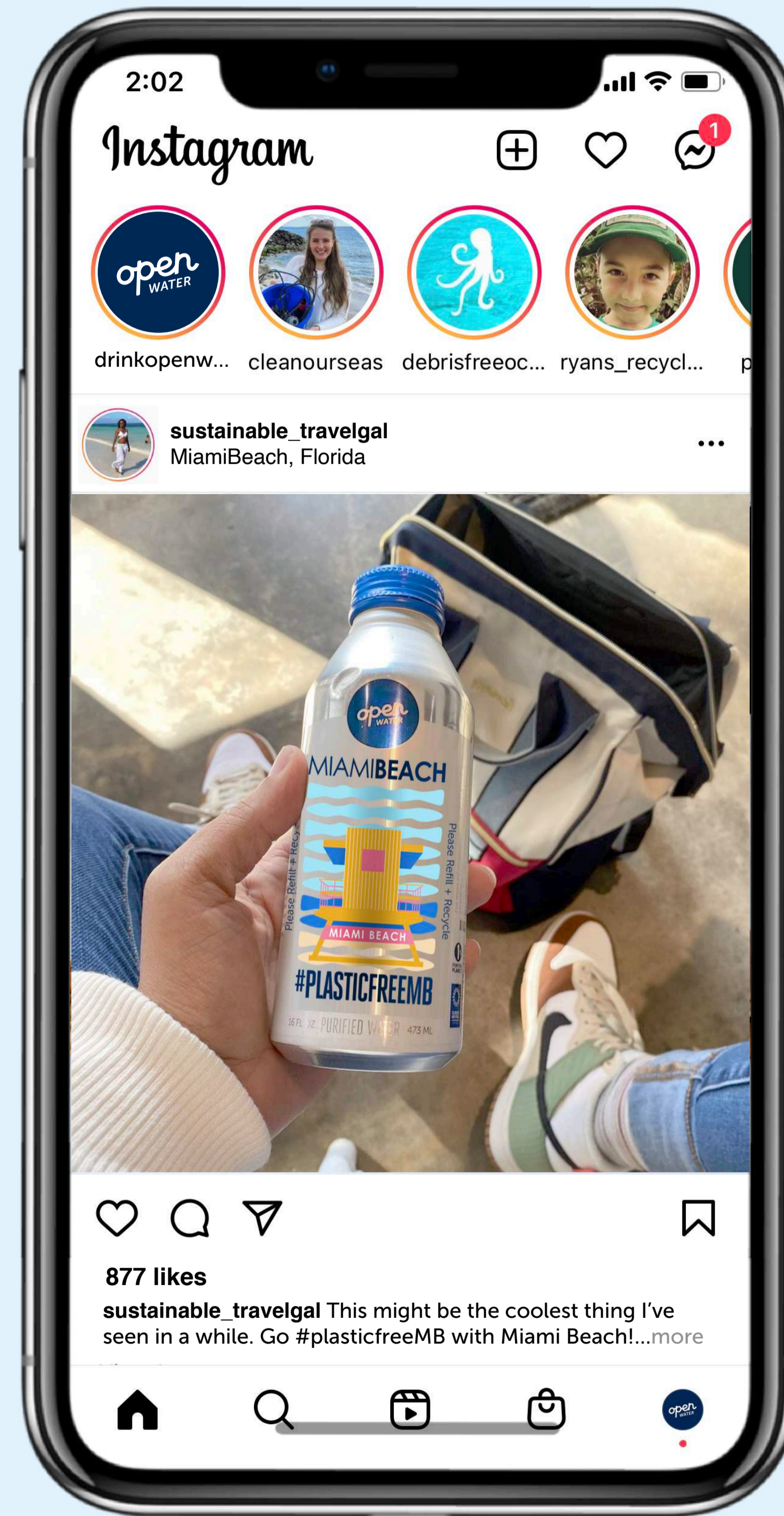


# POWERFUL SOCIAL REACH

ESTIMATED  
3 MILLION  
IMPRESSIONS<sup>1</sup>

City of Miami Beach residents and visitors will engage with the co-branded bottles to share the initiative far and wide.

<sup>1</sup>This is a combination of physical impressions of co-branded bottles + social and external media impressions created through press









1. BRAND & PRODUCTS
- 2. REBATES & ROYALTIES**
3. REAL SUPPORT



# COMPETITIVE PRICING & REBATES

Item	Serving Size	Price <sup>1</sup>	Rebate <sup>2</sup>
 <p><b>CO-BRANDED</b> Recloseable Bottles, Still Water</p>	16 ounces	\$24.00 (\$1.00 per unit)	\$2.00
 <p>Recloseable Bottles, Sparkling Water</p>	16 ounces	\$21.60 (\$0.90 per unit)	\$1.00
 <p>Flip-top Cans, Still Water</p>	12 ounces	\$10.08 (\$0.45 per unit)	\$0.50
 <p>Flip-top Cans, Still Water <i>Available summer 2022</i></p>	16 ounces	TBD	TBD

Available directly from Open Water or through most major distributors



<sup>1</sup>Cases are 24pks, delivered to distributor  
<sup>2</sup>Rebate to City per 24pk case

# PLUS A UNIQUE ROYALTY PROGRAM



Increase revenue through our royalty program. **50¢ of each case sold<sup>1</sup>** to outside retailers will be **paid directly to the City** as a royalty.

The special edition Miami Beach bottles can be sold to locations outside of city-operated partners...like local hotels, restaurants, cafes, and attractions.

#PlasticFreeMB bottles will be a draw to visitors who can hold onto the bottle as a keepsake of their trip, while residents can choose to buy the special bottles to support their local community.

**SURF STYLE**



NATIONAL HOTEL  
M I A M I 19 39 B E A C H



<sup>1</sup>Applies to co-branded 16oz still bottles only

1. BRAND ALIGNMENT
2. REBATES & ROYALTIES
- 3. COMMUNITY VALUE**



# LOCAL CLEAN UP SUPPORT



## 3+ CLEANUPS PER YEAR

Through our non-profit partners Open Water will support the city's amazing beach-cleaning volunteers.



# AMPLIFYING THE CITY'S COMMITMENT

We'll help let everyone know that Miami Beach is going plastic-free. This awareness will lead to an improved perception of the city, driving revenue through tourism and water sales.



# 1% OF SALES TO MIAMI BEACH CONSERVATION

Product sales will directly support non-profits cleaning and restoring the City's habitats and waterways, further enhancing and preserving Miami Beach's natural beauty.



MIAMIBEACH × 

**MORE OCEAN.  
LESS PLASTIC.**





# PROGRAM OVERVIEW

	<b>per Year</b>	<b>Total (10 Year Term)</b>
<b>Cash Sponsorship</b>	\$10,000	\$100,000
<b>Projected Rebates<sup>1</sup></b>	\$51,750	\$517,500
<b>Projected Royalties<sup>2</sup></b>	\$41,667	\$416,665
<b>Co-branding Operational Value</b>	\$3,700	\$37,000
<b>Estimated Marketing Impressions<sup>3</sup> = 3 million annually</b>	\$60,000	\$600,000
<b>Miami Beach Restoration Project*</b>	\$6,538	\$65,376
<b>Plastic-free Campaign Amplification</b>	\$5,000	\$50,000
<b>Beach Cleanups</b>	\$1,500	\$15,000
<b>Complimentary Product for City Events</b>	\$1,000	\$10,000
	<b>\$181,154</b>	<b>\$1,811,541</b>

**+ INDIRECT VALUE FROM IMPROVED PERCEPTION AND MORE VISITORS = UP TO \$148 MILLION**

<sup>1</sup>Estimated usage is 30,000 cases (6,000 at Boucher Bros, 24,000 elsewhere across City properties)





<sup>2</sup>Non-City operated retailers, estimated usage is 83,333 cases

<sup>3</sup>Estimated based on 2.575M co-branded bottles per year + external media impressions through press coverage @ \$20 CPM high value impressions

\*through 1% for the Planet



# OPEN WATER BEST ALIGNS WITH THE CITY'S PLASTIC-FREE INITIATIVES

-  Strong **brand** focused on eliminating ocean plastic
-  **Competitive** pricing & marketing support
-  **Experience** with high volume partners
-  Adding **true value to the city** that improves the guest and resident experience



# OTHER IDEAS

**(We're here to work with you)**

- Adjusted pricing on co-brand paired with additional marketing funds (ex. raise price by \$1 per case and increase rebate by \$1 per case)
- Special edition of co-branded bottle released every year to create a collectible set
- Dynamic QR code added to each co-branded bottle > can lead to a Miami Beach guide, recycling bin map, etc.
- Committed to supporting Miami Beach #PlasticFreeMB campaigns



*Thank  
You for  
Not using  
Plastic!*

