HAMILTON COUNTY TOURISM'S UPCYCLING BANNER PROGRAM

A SUSTAINABLE & COMMUNITY-DRIVEN INITIATIVE

Hamilton County Tourism (HCT) has launched an innovative sustainability initiative in partnership with People for Urban Progress (PUP) to repurpose outdated banners into new, functional products. This effort aligns with HCT's commitment to environmental responsibility and community impact, transforming marketing materials into valuable assets for local nonprofits.

HOW IT WORKS

BANNER COLLECTION

HCT coordinates with partners to collect used banners from past events and campaigns.

UPCYCLING PROCESS

PUP creatively repurposes banners into bags, accessories, and other functional items.

NONPROFIT REDISTRIBUTION

The finished products are distributed to local nonprofits at no cost, enabling them to resell items and retain all proceeds.

WHY IT MATTERS

ENVIRONMENTAL IMPACT

Reduces waste and promotes sustainable practices in the tourism and events industry.

UPCYCLING PROCESS

Provides nonprofits with a new fundraising avenue through the resale of upcycled products.

NONPROFIT REDISTRIBUTION

Strengthens partnerships between businesses, organizations, and the community to drive collective impact.

PROGRAM IMPACT
By the Numbers

BANNERS KEPT FROM LANDFILLS:
Just over 1,000 retired banners

COMMUNITY PARTNERS
40 organizations across Hamilton County contributed materials

SUSTAINABLE REUSE:
Diverting non-recyclable banners from landfills and giving them a second life

NONPROFIT SUPPORT:
Finished products are donated to nonprofits for resale, allowing them to generate revenue for their missions

GET INVOLVED

COMMUNITY COLLABORATION
Organizations interested in donating banners or receiving upcycled products for fundraising can contact Hamilton County Tourism for more details.

DONATE A BANNER
Contact Sarah Buckner,
Director of Community Engagement, at sbuckner@hamiltoncountytourism.com.

FOR MORE INFORMATION

Information Current Through April 2025. Hamilton County Tourism is dedicated to enhancing sustainability and community engagement while promoting Hamilton County as a vibrant and responsible destination.