



NAJA Video Pitch
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In July of 2018, San Diego Comic con saw more than 100,000 attendees. The guests bought 50,000 drinks and contributed to more than 20 tons of plastic, aluminum and glass waste. Conventions are the kind of hectic enclosed environment where bottled water or a canned drink is often the most practical and convenient option for an attendee on the go, but we know that there's a better option.

Thank you, representatives of Boxed Water is Better, for agreeing to meet with me today. My name is Eleanor, I'm a representative for NAJA, the Native American Journalists association. We are so excited to talk to you about an opportunity to collaborate in a way that will help our attendees, your brand and the environment.

From September 15 to 18 at the Mystic Lake Center in Prior Lake, Minnesota. we will host the annual National Native Media Conference. This is happening in conjunction with the Fourth Annual Conference on Native American Nutrition (CNAN). CNAN is the only series in the world devoted to food and nutrition for Indigenous peoples.

These conferences together draw more than 800 attendees from across Indian country, representing the fields of print and digital media, public relations, communications, health agriculture and food sovereignty.

We are excited to offer your company the opportunity to become the official water selection for the both the NAJA and CNAN conferences.

If you choose to accept this partnership your boxed water would be sold at all beverage stations throughout the center, and you would have the opportunity to educate attendees on your mission of sustainability on the conference room floor.

This event is the only gathering in the country that brings together Native Americans in the fields of media and nutrition, meaning that selling your water at these conferences offers an extremely unique opportunity for Boxed Water to catch the eye of audiences that are interested in reporting on and practicing sustainable, healthy food production.

A viral tweet from this conference about the amount of plastic waste saved thanks to Boxed Water could lead to longtime brand loyalty, valuable media engagement and offers to sell your water at even more and more conferences.

Right now, sustainability sells, and the massive waste issue that comes from conventions is pretty under the radar. A campaign highlighting this issue and connecting your brand to a

organizations like NAJA and CNAN will put you on the frontlines of a new push for sustainable conferences, and other organizers will take note.

Besides the opportunity for your financial gain, Boxed Water is Better has a mission that resonates with NAJA. Water sovereignty and conservation are extremely relevant topics to these conferences which will feature a session on Native American led water collaboration and coordination initiatives and films about Indigenous food sovereignty. Your respect for the environment and commitment to sustainability will be greatly appreciated by the attendees of this conference.

We at NAJA would be thrilled to add Boxed Water is Better to the number of nonprofit, corporate and tribal organizations supporting the Native American Journalists Association. Thank you.