BOLD REUSE

Inside the Numbers: 2026 Reuse Benchmark Report

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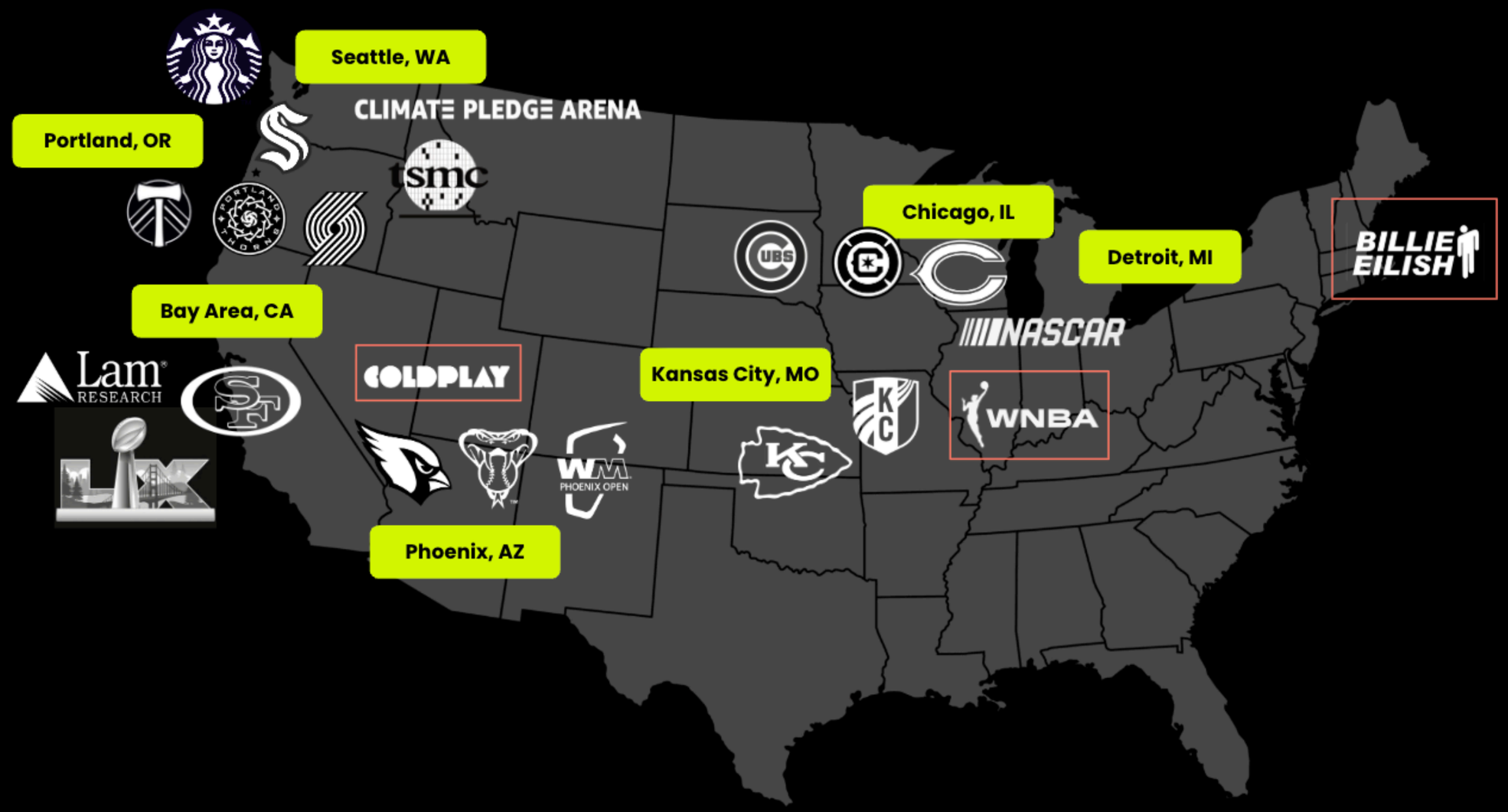
Your Host

Heather Watkins
Co-founder
Bold Reuse

BOLD REUSE

End single-use waste by making reuse easy.

Where we operate



80+
Venues

20+
Pro sports teams

9M
Units diverted from landfill

99%
Retention rate

Introducing Reusable Cups!
Climate Pledge Arena
Brand New
CLIMATE PLEDGE ARENA
Collected → Cleaned → Reused
again + again
To learn more visit climatepledgearena.com/reuse
Watch on YouTube

Stadiums and arenas have always been stages for cultural change.

Today, they are becoming stages for something even bigger: the transition from a throwaway economy to a circular one.

Why this matters now

The sports and entertainment industry is at an inflection point:

- **Fan expectations are rising** – Attendees increasingly expect venues to reflect their environmental values
- **Regulations are tightening** – Single-use plastic bans and extended producer responsibility policies are spreading
- **Premium alternatives are expensive** – Compostables and aluminum cups carry premium pricing without solving waste

Reuse programs deliver across all three pressures while creating **better fan experiences**, **operational pride**, and **new revenue opportunities**.

Executive Summary

The findings are clear:

- Fans they embrace reuse.
- Operations teams are proud of it.
- The economics don’t strain budgets they unlock savings and new revenue.
- Venues see this as a community leadership opportunity

83%	FAN HIGH SATISFACTION RATE
100%	OPERATORS WOULD RECOMMEND REUSE
$125K	SPONSORSHIP VALUE UNLOCKED BY ONE VENUE

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FAN EXPERIENCE

Direct feedback from fans at stadiums and major venues tells a consistent story: reuse is a premium experience, not an inconvenience

OVERALL SATISFACTION RATNGS

DEMAND FOR EXPANSION

Key Insights

83% of fans surveyed reported **high satisfaction** and 72% of fans want to see reuse programs expanded to other venues and event types—demonstrating strong enthusiasm for broader adoption.

Fan Experience

Environmental Values Alignment

89%
RATE WASTE REDUCTION AS IMPORTANT (4-5/5)

67%
GIVE IT THE HIGHEST IMPORTANCE (5/5)

42%
WILLING TO PAY A MICRO-FEE FOR REUSE

What fans want improved

#1 Clearer Communication
"I didn't know it was a reusable cup" – most critical gap

#2 More return bins
"More bins, and make it more visible"

#3 Bigger cup sizes
"I'd pay more for bigger reusable cups"

#4 True refill capability
"Let us refill instead of getting more cups"

How Fans Describe Reuse In One Word

Safe Thoughtful

Convenient

Fun

Amazing

Great Easy

Smart

Flexible

Rip City Reuse at the Moda Center

Total **Single-use**Cups **Eliminated**.

1,807,806 Cups

Current Season **Single-use**Cups **Eliminated**.

773,013 Cups

93%

Guests satisfied with the overall reusable cup program

93%

Satisfied with quality of reusable cups

88%

Say it's clear where to return the reusable cup

02

VENUE OPERATOR INSIGHTS

Operations teams aren't just tolerating reuse. They're proud of it, and the data backs that up completely.

OPERATOR INSIGHTS

100%

Would recommend reuse to a peer venue.

100%

Report significant improvement year-over-year. Every active program is moving in the right direction.

57%

Reach full operational integration within 1-3 months - a remarkably short learning curve for any major service change.

86%

Rate the effort-to-impact as moderate effort, strong reward." Not a single venue said high effort and low reward.

KEY INSIGHT

Zero percent of operators reported negative sentiment. Not a rounding artifact – not a single operations team. The learning curve is real but short.

How Operators Describe Reuse In One Word

Impactful

Innovative

Easy

Fast

Smart

Uplifting

Evolving

State Farm STADIUM

"What was really **fun** was by the fourth and fifth game, the people who'd had the most trouble were the ones educating the new people who hadn't done it yet."

- Eric Koncz, Director of Operations at State Farm Stadium

PROVIDENCE PARK

"It's just so easy."

- Gabriel Saenz, Director of Operations at Providence Park

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THE RETURN RATE JOURNEY

Return rates tell the maturation story. The shift from launch to current performance is significant — venues in the 71%+ tiers have grown substantially as fans learn the system, signage improves, and operations mature over 1–2 seasons.

THE PROOF

Reuse wins after 2 uses.

Trail Blazers + Bold Reuse ISO-aligned LCA
Real Moda Center operating conditions

See report

74%

lower carbon than compostable PLA cups

2 uses to carbon break-even

The Return Rate Journey

KEY INSIGHT

Every venue that started below 71% saw an increase in return rates with:

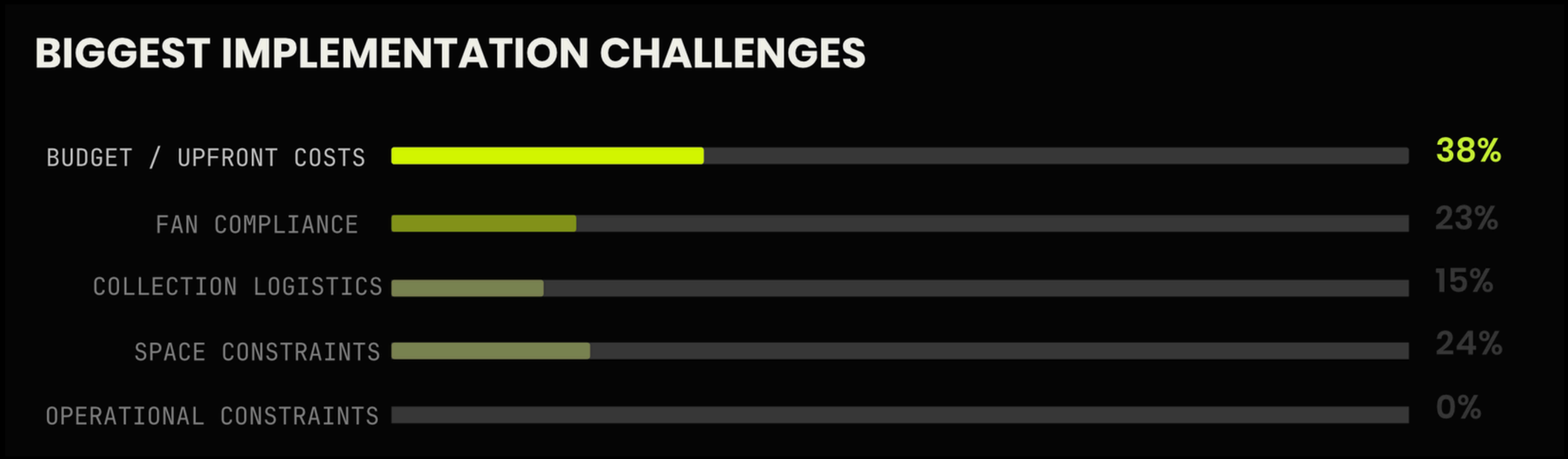
- better signage and return bins
- fan familiarity
- operational refinement

Expected Average Return Rate			
Type		**Year 1**	**Year 2**
Stadium	**W/ BOH Sort**	70-80%	80-95%
	W/O BOH Sort	60-70%	70-80%
Music	**W/ Top Sort**	85-90%	90-95%
	W/O Top Sort	75-85%	85-90%
School	**W/O Top Sort**	99-100%	99-100%
Corporate Campus	**W/O Top Sort**	95-98%	98-99%

Reuse succeeds with operational alignment

Soldier Field achieved higher return rates post launch with operational alignment - not fan behavior change

Implementation Challenges



KEY INSIGHT

"The longer the program has run, the more efficiencies we have identified and the more our fans recognize the program, resulting in higher return."
Venue Operator at a Major U.S. Stadium

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THE FINANCIAL CASE

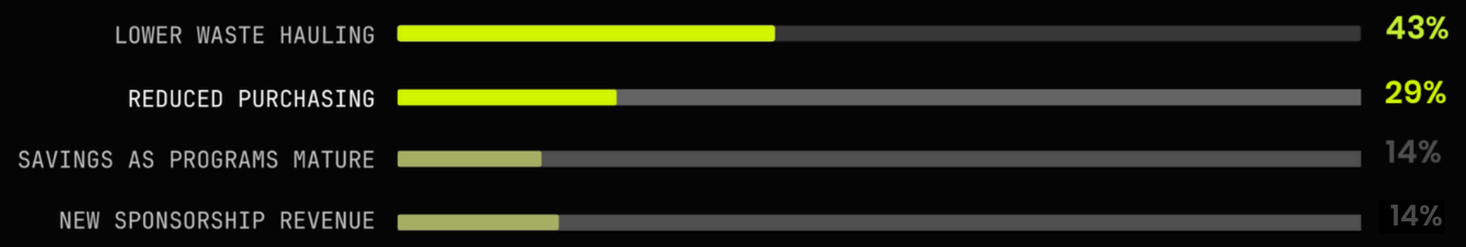
The economics of reuse improve over time — and the comparison baseline matters.

THE FINANCIAL CASE

CRITICAL CONTEXT

50% of venues previously used compostables (among the most expensive single-use options) and 12% used aluminium cups. For these venues, reuse is cost competitive from day one.

WHERE SAVINGS ARE APPEARING



Sponsorships: The untapped channel

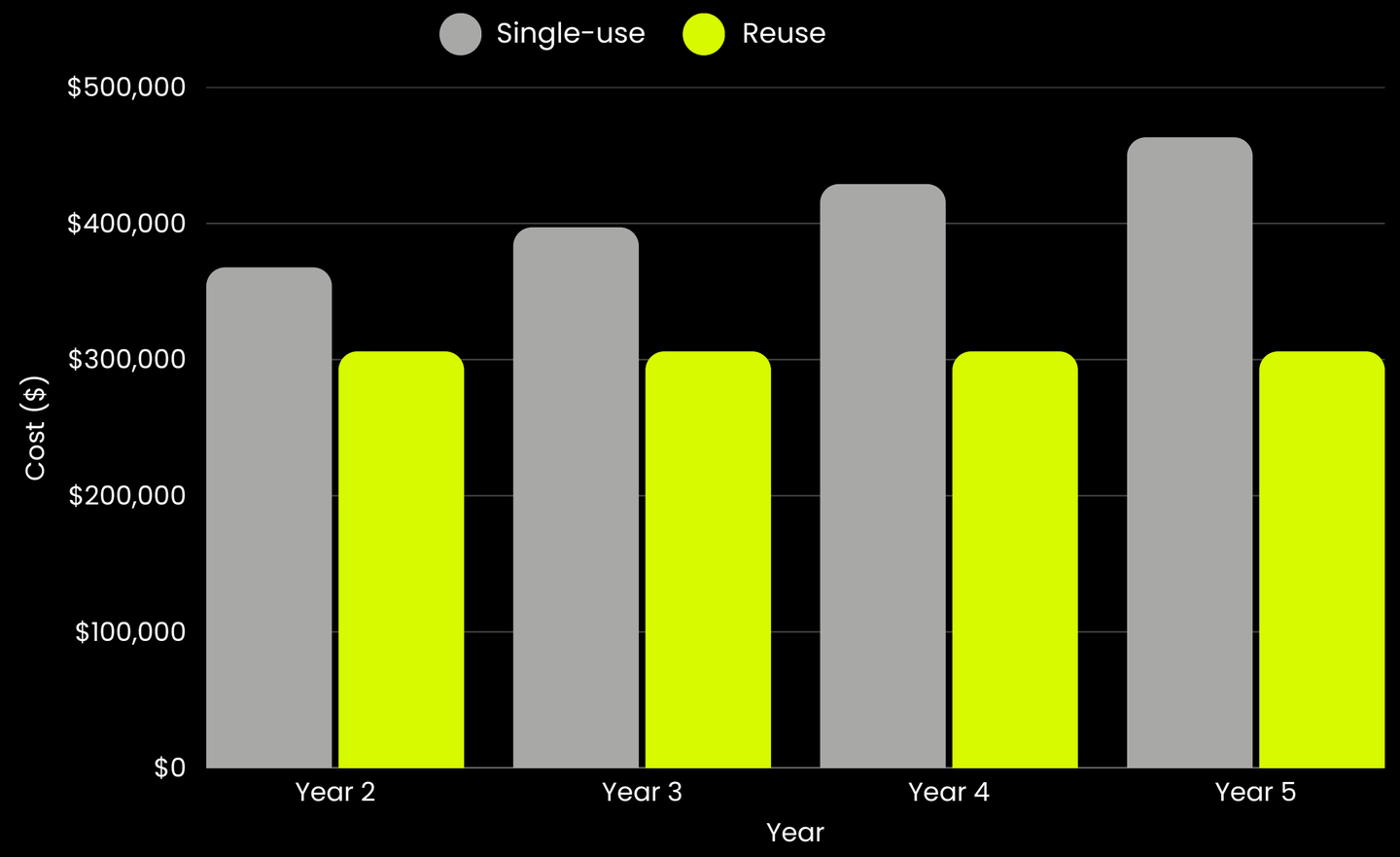
$125K

- 57% see major sponsorship potential
- 43% have not yet leveraged it - massive upside
- Partners: sustainability, beverage, construction brands + grants

Beyond direct costs:

57% recieved awards or recognition | 43% reported positive impact on government relations | 100% see elevated brand value

Example Arena Cost Comparison



9k cups / event
150 events / year

Single-use Costs:

- Annual inventory cost (+8% inflation)
- Annual inventory management
- Annual disposal hauling cost
- Annual overflow/contamination fee

Reuse Costs:

- Annual inventory cost
- Annual cost of washing
- Annual washing hauling cost

"As a top builder in the region, we know that lasting impact comes from smart design and responsible choices. The reusable cup program is a perfect example of that. We're proud to support the Timbers as they lead the way on sustainability and continue to invest in the city we all call home."

Trevor Wyckoff, Skanska USA Building Executive Vice President and General Manager

STRAIGHTAWAY
Astonishing Cocktails

Regulation is coming fast

- 7 states have EPR laws in effect
- 6 states have a high probability of passing EPR legislation
- **California SB54** -
  - Going into effect January 2027
  - 2032 Target: 25% total plastic reduction, with specific minimum floors scaling up toward 10% via reuse, refill, and total elimination models
  - $500M / year

Source: The state of EPR policy in the US, Upstream Solutions

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THE VERDICT IS CLEAR

Reuse programs deliver measurable benefits across every stakeholder group. The data is in. The programs work.

The Verdict is Clear

- **Fans embrace it:** 83% high satisfaction, 72% want it at the other venues, 89% say waste reduction is important to them
- **Teams champion it:** 71% "very positive" sentiment, 100% would recommend to peers, 57% achieve routine in 1-3 months
- **Economics work:** 71% seeing measurable cost savings, lots of sponsorship upside
- **Leadership committed:** 51% report increased executive engagement, 85% plan to increase focus, 50% of decision- making at C-suite level

THE QUESTION HAS SHIFTED FROM "DOES THIS WORK?" TO "HOW DO WE GET STARTED?"

The programs work. The teams are proud. The fans are enthusaistic. The momentum is accelerating.

See it in Action

Build a business case together

BOLD REUSE

Live Q&A

Thank You!

Stay in touch

Ready to get started?

Download the 2026 Reuse Benchmark Report

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