



Way of Life
PROFESSIONAL PLOGGER

HAVING FUN IN CARING FOR OUR TOMORROWS

-  WWW.WAYEOLIFE.COM
-  WWW.INSTAGRAM.COM/WAYEOLIFE
-  WWW.YOUTUBE.COM/WAYEOLIFE
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A positive adventure together

13 YEARS OF IMPACT



Hiya, I'm Paul Waye and I am a 'plogger'

A plogger is someone who picks up trash while running

For the last 13 years I have been doing it in Haarlem (near Amsterdam) in my free time. I run 4,000km a year and just from those runs, I pick up 40,000L of trash each year!!!

Maybe you've seen me running around town in my banana suit?

Since October, I am now doing this FULL TIME – and I am looking for companies to support me in my daily actions – actions which mean we make a positive impact together.



HAVING FUN TODAY IN CARING FOR OUR TOMORROWS A positive message to inspire

My message is NOT about the negative aspect trash on the ground but is about the positive action we can all take when we step out of the door.

When you pick up a piece of trash, it says 'you care'. You care about the world. If we all cared about each other, how many of the problems that we see around the world today would disappear?

I post daily content on social media to bring a positive story to people. I feel that we all need that at the moment.



"WHEN YOU PICK UP TRASH YOU MAKE AN IMPACT BUT WHEN PEOPLE SEE YOU DOING IT, YOU CAN MAKE A DIFFERENCE"

To make a difference, I work hard to get seen. It is not to say, "look how cool I am", but to say, "look how cool what I am doing is!" and "look how easy it is to make a positive impact!"

I don't just wear outfits (like the banana suit), I go on crazy adventures. Like the Dutch Grand Plog – 18 days, 306.6km plogging every street in Zandvoort before the DutchGP – in an F1 racing driver's outfit!



IN THE NEWS AND ON THE SOCIALS

Don't just trust me - Google 'Paul Waye'

News: IKEA global homepage
Runner's World magazine front cover
National / Local news and TV (such as Klaas kan alles)
Full listing: www.wayeoflife.com/media

Socials: Instagram 100k views per month
Tiktok 2024 – 800k views / 27k likes



If I can do all this in my spare time, imagine what I can do.. FULL TIME!

BENEFITS AS A SPONSOR



School cleanup event at this year's World Plogging Championships

A Professional Plogger is a Sponsored Plogger

To become a professional plogger I need to earn an income! I have created a business plan that is so much more than a logo on a shirt. Sponsoring me will;

- Let me continue to do what I do best – daily plogging & positive stories.
- Let us inspire the local (and national) community together.
- Let us grow together – which means a bigger impact together.
- Let me give you REAL benefits.

EPIC ADVENTURES

Each year I will do something truly huge. Something that pushes me further than ever before.

Something that reaches and inspires more people than ever before!

May 2025: plogging 1300km around the entire Netherlands in a banana suit.
www.wayeoflife.com/12stedenplog

Sponsors don't just get specific posts! Based on the investment size, you have the option for a designated number of days. Days to be used how you want!

Corporate cleanup event? Client Engagement? Health/Environment week activities? Marketing? Public speaking? Cleaning toilets?

As a sponsor, you choose how to make the most of me!

SPONSOR FOCUSED DAYS



SPONSORS

Statiegeld Nederland is a key sponsor – this national organisation will help bring even more visibility

Interested in learning more?
Email me - paul@wayeoflife.com

Thanks for reading, Paul



DAILY IMPACT

Daily plogs, social media posts, community engagement; giving people a positive daily message to inspire, spark action and raise awareness.

I will pick up trash on your behalf throughout the year for you own offsets.

All with your logo in view!
Made possible through your support.

Supporting charities, organisations and local communities at no cost to them!

Such as visiting schools to give a talk and organising a cleanup with the kids.

"I can do this for free because I am supported by all of these brands". [pointing to my shirt]

Helping the community through our partnership.

COMMUNITY ENGAGEMENT



12 STEDEN PLOG



31 MARATHONS IN A ROW!
Next May I will be running the Netherlands in a banana suit picking up trash.

That's 1300km !

I am plogging to each capital city in each Dutch province as a continuous adventure, and in each one, I will host a cleanup for people to join in.

12 STEDEN PLOG – 12 CITIES PLOG

FOR 18 MILLION PIECES OF TRASH

I am NOT doing this to raise money for a charity.

All I hope for it that inspires people to pick up a piece of trash.

If the nation supports me that is 18 MILLION PIECES OF TRASH !

Haarlem

Starting 1st May
Finishing 31st May



Self-Supported

I will be pulling a wagon with all my gear in it

1300 KM
31 MARATHONS
12 CITIES
1 MONTH
1 BANANA SUIT
..let's inspire a nation

City Cleanups

At each city I will host a short cleanup and plog.

Live Tracking

Follow along in real time. People can join me at any point along the route

Engagement at its heart

I will not hide this - the route is designed to build engagement. To reach people!

It hits EVERY local news region, which hopefully builds (inter)national attention

COMPANIES – I NEED YOU HELP!

This is only possible if enough companies sponsor my plogging. By supporting me you will help fund this as well as all my daily plogging for a year... Together we can make a difference

Let's chat: paul@wayeofffe.com

HAVING FUN TODAY IN CARING FOR OUR FUTURES