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Sunbelt Rentals Powers Sustainability at Tortuga Music Festival with Expanded Onsite Innovations

FORT MILL, S.C., April 2, 2025 /PRNewswire/ -- [Sunbelt Rentals](#), a global leader in the equipment rental industry, is doubling down on its support of sustainable solutions for live events. At this year's Rock the Ocean's [Tortuga Music Festival](#), taking place in Fort Lauderdale, FL on April 4-6, 2025, Sunbelt Rentals will deliver its most robust onsite presence yet—providing clean, energy-efficient battery power and serving as the title sponsor of Rock the Ocean's Conservation Village Powered by Sunbelt.



Sunbelt Rentals is bringing a comprehensive suite of low-emission equipment to [Tortuga Music Festival](#).

"Our business model inherently supports the sharing economy, providing our customers access to lower-emitting equipment and innovative solutions that help them achieve their sustainability goals," said Karen Beadle, SVP of Sustainability at Sunbelt Rentals. "We are proud to work with

Tortuga Music Festival and support their mission of ocean conservation and demonstrate how rental instead of ownership can be a force for positive environmental change."

Expanding the Impact Onsite

This year, Sunbelt Rentals is bringing a comprehensive suite of low-emission equipment to Tortuga, designed to minimize environmental impact while powering a premium fan experience. These include:

- Battery Energy Storage Systems (BESS) to reduce diesel generator usage
- Solar-powered light towers with zero emissions
- Amber lighting filters to protect from disorienting sea turtle hatchlings
- Ground protection mats to preserve sand and nesting areas

Fans Can Join the Movement

Festivalgoers can engage directly at **Rock the Ocean's Conservation Village Powered by Sunbelt**, where interactive exhibits highlight marine conservation efforts and everyday ways fans can protect ocean ecosystems.

Throughout the event, Sunbelt Rentals will display messaging highlighting the festival's dedication to environmental stewardship—reinforcing a message that resonates with fans: 70% say they're more likely to support brands that align with their sustainability values¹.

A Shared Commitment to Conservation

Set against Fort Lauderdale's iconic beaches, Rock the Ocean's Tortuga Music Festival is rooted in ocean conservation and environmental awareness. In 2024 alone, the festival eliminated more than **170,000 single-use plastic cups** and over **126,000 plastic bottles**, reducing waste by **over 80%**. With support from partners like Sunbelt Rentals, the festival continues to scale its environmental missions while educating and inspiring fans.

"Sunbelt has become the perfect partner to power what we're building at Rock The Ocean's Conservation Village," said Chris Stacey, Founder of Rock the Ocean's Tortuga Music Festival. "They share our passion for protecting the planet, and their sustainable approach to events makes them a natural fit."

To learn more about Sunbelt Rentals and its commitment to providing innovative solutions that support sustainability goals, visit our website [here](#). For more information about Rock The Ocean, please visit <https://www.rocktheocean.com/>.

¹Live Nation Global Study 2023

About Sunbelt Rentals

We MAKE IT HAPPEN! With a passionate team of 20,000 rental experts, a growing network of over 1,300 locations and an extensive equipment fleet that exceeds \$14 billion, Sunbelt Rentals helps professionals and do-it-yourselfers get things done. With a highly diversified offering of equipment, solutions, and services available, we assist customers throughout North America extend their capabilities, complete projects on time and handle times of crisis. No matter if you are in commercial, industrial, residential, or municipal industries, we are constantly advancing the idea of what an equipment company can do for its customers. Visit sunbeltrentals.com to find out what we can do for you.

About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information, visit www.livenationentertainment.com.



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