



CHATTAHOOCHEE RIVERKEEPER®

Keeping Watch Over Our Waters

2019 Sponsorship Opportunities

SWEEP THE HOOCH

Saturday, April 6, 2019 | Chattahoochee Watershed

CHATTAHOOCHEE VALLEY RIVER RALLY

May 2019 | City of West Point Downtown River Park

WILD & SCENIC FILM FESTIVAL

Saturday, May 11, 2019 | Brenau Downtown Center

BACK TO THE CHATT

Fall 2019 | LOCATION TBD

25TH ANNUAL PATRON DINNER & YOUTH SUMMIT

Fall 2019 | LOCATION TBD

DOWN THE HATCH FILM FESTIVAL

Thursday, October 17, 2019 | The Metropolitan Club



CHATTAHOOCHEE RIVERKEEPER®

Keeping Watch Over Our Waters

OUR MISSION

Chattahoochee Riverkeeper's (CRK) mission is to advocate and secure the protection and stewardship of the Chattahoochee River, its lakes, tributaries and watershed, in order to restore and preserve their ecological health for the people and wildlife that depend on the river system.

OUR WORK

For 25 years, Chattahoochee Riverkeeper (CRK) has been using water quality monitoring, river patrols, education, advocacy, community engagement, online and print communications, and when needed, legal action, to protect and preserve the Chattahoochee River, its lakes and tributaries for the more than five million people who rely on the river system. Now in our 25th year and with a growing membership of 8,900, 19 staff and three offices throughout the watershed, CRK is working harder than ever before to ensure that everyone's right to enough clean water is protected. Help us #standupforcleanwater as we celebrate 25 years of #keepingwatchoverourwaters.

www.chattahoochee.org



11 consecutive years!



HOW CRK CAN HELP YOUR BUSINESS

CRK stands out as the only non-profit organization dedicated solely to protecting our liquid lifeline—the Chattahoochee River. Our sponsors can benefit by aligning with our mission through our activities.

Through various partnership opportunities, we can help boost your brand and reach your audience in a positive way that traditional advertising methods cannot. *Here are a few ways CRK can help you build brand loyalty and deliver on your cause marketing investment:*

Strengthen Your Brand.

Engage customers and enhance your brand as a responsible corporate citizen.

Market Differentiation.

Stand out against your competitors by showing your customers that your company is contributing to something meaningful.

PR & Media Coverage.

Together, we will work to promote joint efforts to internal and external audiences.

Motivate & Create Loyalty with Employees.

75% of employees want to be involved in their company's giving and volunteering programs (*Network for Good*) and 89% of corporate executives said a strong sense of collective purpose drives employee satisfaction (*Harvard Business Review*).

Create Community Ties.

Foster genuine relationships between your company, employees, our existing sponsors, and communities throughout the Chattahoochee watershed.

We have a variety of programs with sponsorship opportunities and our development team would be happy to discuss ways your brand could be promoted. We also offer employee service projects. Please contact Rebecca Powell at (404) 352-9828.



HOW YOU CAN GET INVOLVED

Events:

- **Our Events Educate and Entertain:** - Sweep the Hooch, Chattahoochee Valley River Rally, Wild and Scenic and Down the Hatch Film Festivals, Patron Dinner & Youth Summit, and Member Celebration, among others.

Employee Involvement:

- **Foster Loyalty and Pride:** 58% of employees consider a company's social and environmental commitments when deciding where to work (*Cone Communications*).
- **Team Build with a Volunteer Day:** Let us organize a service project for your team (*\$1,500 donation*). Volunteers are twice as likely to donate to an organization than non-volunteers (*Neon CRM*).
- **Lunch and Learn:** Host lunch and learn at your office and CRK will deliver engaging and timely presentations on water management issues.

Program Support:

- 74% of employees say their job is more fulfilling when they are provided with opportunities to make a positive impact on environmental issues, and 7 out of 10 employees would be more loyal to a company that helps them contribute to important issues
- Each year CRK brings more than 10,000 students and teachers on board our two floating classrooms – Lake Lanier and West Point Lake – to participate in a STEM-based hands on learning experience.
- Neighborhood Water Watch is a partnership between CRK and community groups working together to identify pollution hot spots and improve water quality in urban streams with the help of more than 100 volunteers testing at 170 sites weekly.



SWEEP THE HOOCH

Saturday, April 6, 2019

Sweep the Hooch is a one-day, watershed-wide event where the community comes together to make a difference. Join us as we tackle the trash and tires while we foster positive community spirit.

In 2018, more than **960 volunteers** collected **25 tons** of trash! We will tackle more than **40 sites** again in 2019 with the assistance of walkers, waders and paddlers from the Chattahoochee headwaters to Columbus, GA.

CLEANUP: APRIL 6, 2019

SWEEP THE HOOCH

**1 DAY. 1 RIVER. 40+ LOCATIONS.
MANY HANDS. A LOT OF TRASH.**



CHATTAHOOCHEE RIVERKEEPER®

Keeping Watch Over Our Waters Since 1994

SWEEP THE HOOCH Sponsor Benefit Packages

Sponsor Benefits	River Champion \$15,000	River Benefactor \$10,000	River Defender \$5,000	River Advocate \$2,500	River Conservator \$1,000	River Patron \$500
Marquee listing						
Logo on volunteer gift - Due 3/15/19						
Marketing tent/booth at a cleanup site						
Logo recognition on CRK's Cleanup Program webpage through 2019 - Due 3/22/18						
Logo on volunteer registration page						
Name on press release before event - Due 3/8/19						
Recognition in CRK's RiverCHAT newsletter (4,000 copies printed and distributed online)						
Volunteer registrations	40 Volunteer Registrations	35 Volunteer Registrations	25 Volunteer Registrations	20 Volunteer Registrations	15 Volunteer Registrations	15 Volunteer Registrations
Name recognition on CRK's Sweep the Hooch webpage						
Recognition in CRK's RiverFLASH e-blast (12,000+ people)						

Have any questions about this event? Contact Tammy Bates at tbates@chattahoochee.org.



CHATTAHOOCHEE VALLEY RIVER RALLY

May 2019

The Chattahoochee Valley River Rally is a family friendly, three-mile paddle trip and community festival where all are invited to celebrate on the riverbank with live music, local food and artisan booths.

The **4th Annual Chattahoochee Valley River Rally** kicks off with the launch of kayaks, canoes and paddle boards at Hardley Creek Park for an evening paddle on the Chattahoochee Blueway.

Once paddlers reach the City of West Point Downtown River Park, all are welcome to join for a family-friendly festival featuring live music, local food, games and artisan booths.



CHATTAHOOCHEE VALLEY RIVER RALLY **Sponsor Benefit Packages**

Sponsor Benefits	River Defender \$5,000	River Advocate \$2,500	River Conservator \$1,000	River Patron \$500	Friend of the River \$250
Recurring recognition/ mentions through all social media platforms					
2 hour cruise for 20 on West Point Lake					
Name on save the date (print and online) - Due 3/15/19					
Logo on CRK event webpage - Due 4/19/19					
Name on invitation					
Recognition in CRK's RiverFLASH e-blast (12,000+ people)					
Name on event signage - Due 4/12/19					
Paddle participant registrations	10 paddle registrations	8 paddle registrations	6 paddle registrations	4 paddle registrations	2 paddle registrations
Recognition on CRK event webpage					

Have any questions about this event or sponsorship in the Middle Chattahoochee region in general? Contact Henry Jacobs at (706) 882-3701 or [hjacobson@chattahoochee.org](mailto:hjacobs@chattahoochee.org).



WILD & SCENIC FILM FESTIVAL

Saturday, May 11, 2019

Chattahoochee Riverkeeper is pleased to bring the Wild and Scenic Film Festival to Gainesville for the fifth year. The festival is a natural extension of Chattahoochee Riverkeeper's efforts to encourage and inspire people to act on behalf of the environment.

Join hundreds of river enthusiasts for an environmental expo and film festival. The carefully curated selection of films illustrates not only the challenges facing our planet, but the work inspiring people and communities are doing to protect the planet and the places we love. These stories give us a sense of place and what it means to be responsible stewards of the earth.



WILD AND SCENIC FILM FESTIVAL Sponsor Benefit Packages

Sponsor Benefits	River Advocate \$2,500	River Conservator \$1,000	River Steward \$750	River Patron \$500	Friend of the River \$250	River Supporter \$100
Display company banner or sign at event						
Choose one of the films to sponsor*						
Company logo on poster*						
Company logo on invitation postcard & event program*						
Logo with link on CRK event webpage						
Recognition during opening remarks						
Name recognition on print program*						
On screen acknowledgment before film festival*						
Recognition in CRK's RiverCHAT newsletter (4,000 printed and distributed online)						
Name recognition on event webpage*						
Recognition in CRK's RiverFLASH e-blast (12,000+ people)						
Tickets to event	8 Tickets	6 Tickets	4 Tickets	4 Tickets	2 Tickets	2 Tickets

* = Due 3/1/2019

Have any questions about the event or Headwaters regional sponsorship in general? Contact Hannah Warner, Headwaters Outreach Coordinator, at hwarner@chattahoochee.org or (678) 696 - 8866.



BACK TO THE CHATT

Fall 2019

Back to the Chatt combines a competitive river race, a leisurely paddle and float, and a celebration including live music, food trucks, artisans and environmental exhibitors. For the second year, we're inviting participants from SweetWater Brewing Company's "Big Float" to join us for the fun!

The event culminates at Paces Mill with a **free, family-friendly festival**. This event has attracted **400 floaters and racers**, and **1,000 festival-goers** and we expect a bigger turnout in 2019. Check out our website as more details develop on this new take on an old event!



BACK TO THE CHATT Sponsor Benefit Packages

Sponsor Benefits	River Benefactor \$10,000	River Defender \$5,000	River Advocate \$2,500	River Conservator \$750	River Patron \$500
Tabling option at put-in.					
Recognition on CRK's outings website through 2018					
Featured "Community Partner" on CRK website for one month					
Community Service Day with CRK organized for your employees (\$1,500 value)					
Logo with link on event webpage, and on all marketing collateral*					
Special recognition by executive director at festival					
Name on invitation postcard to members (4,000 copies)*					
Name on press release before event*					
Recognition in RiverCHAT newsletter (4,000 printed and distributed online)					
Name on event t-shirt*					
Recognition in CRK's RiverFlash eblast (12,000+ people)					
10x10 Exhibit Space	4 VIP 10x10 Booth Spaces	3 VIP 10x10 Booth Spaces	2 10x10 Booth Spaces	2 10x10 Booth Spaces	1 10x10 Booth Space
Name on CRK Event webpage*					
Business materials in registration gift (500 bags)*					
Race or float registrations	10	8	6	4	2

* = Each benefit will have a specific due date - stay tuned for more information!

Have any questions about this event or sponsorship in general? Contact Tammy Bates at tbates@chattahoochee.org

25th ANNIVERSARY PATRON DINNER and YOUTH SUMMIT

Fall 2019

Join us for the 25th Anniversary Patron Dinner as we honor the individuals, institutions and businesses who have made a significant contribution to CRK's mission of protecting the Chattahoochee River.

With 25 years of experience and positive outcomes for the river, CRK will look ahead to the next 25 years by engaging our youth in a summit to learn, be inspired and prepare for a career or civic life in environmental stewardship. Guided by STEM and civic engagement principles, CRK will organize and host a summit for youth leading the way to a healthier and green planet for all.



PATRON DINNER and YOUTH SUMMIT Sponsor Benefit Packages

Sponsor Benefits	Presenting Sponsor \$30,000	River Hero \$20,000	River Champion \$15,000	River Benefactor \$10,000	River Sustainer \$7,500	River Defender \$5,000	River Advocate \$2,500	River Conservator \$1,000
Marquee listing								
Address audience at event								
Premier listing on all collateral								
Cruise on Lake Lanier for 20 guests								
Name or logo featured on-screen during reception								
Community Service Day								
Recognition by executive director during program								
Ad in program	Full Page	Full Page	Half Page	Qtr. Page				
2-hour outing on patrol boat for 4								
Name listed in invitation								
Recognition in CRK's RiverCHAT printed newsletter (4,000 printed and distributed online)								
Name on press release								
Recognition in RiverFLASH eblast (12,000+ people)								
Acknowledgment on all collateral								
Tickets to the event	30 Tickets 3 VIP Tables	20 Tickets 2 VIP Tables	20 Tickets 2 VIP Tables	20 Tickets 2 VIP Tables	10 Tickets 1 Table	10 Tickets 1 Table	4 Tickets	2 Tickets

Have any questions about this event or sponsorship in general? Contact Rebecca Powell at (404) 352-9828 or rpowell@chattahoochee.org.



DOWN THE HATCH FILM FESTIVAL

Thursday, October 17, 2019

Orvis' 6th Annual Down the Hatch Film Festival is the opportunity for anglers, paddlers, local fly shops and guide services and other nonprofit partners who rely on the river to come together to celebrate the fish and wildlife that depend on a forever clean and sustainable Chattahoochee River.

For six years, we have partnered with The Orvis Company and SweetWater Brewing Company to present this night of fresh films, cool swag, auctions, food and heady brews. Check out our website for more information as details become available!



DOWN THE HATCH FILM FESTIVAL Sponsor Benefit Packages

Designed for shops and outfitters

Sponsor Benefits (Cash)	River Defender \$5,000	River Advocate \$2,500	River Conservator \$1,000	River Patron \$500	Friend of the River \$250
Marquee listing on all collateral - Due 8/23/19					
Opportunity to address audience at event					
Community service day					
Logo on pre-event advertisement - Due 9/5/19					
Logo on invitation - Due 8/30/19					
Recurring recognition/mentions throughout social media platforms					
CRK Patrol Boat ride for 2					
Name on event invitation - Due 8/30/19					
Name on press release - Due 8/30/19					
Logo on CRK website - Due 8/30/19					
Recognition in CRK's RiverFLASH e-blast (12,000+ people) & RiverCHAT newsletter (4,000+ printed and distributed online)					
Reserved spot for a booth at the event - Due 9/5/19					
Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets

Have any questions about this event? Contact Rebecca Powell, Development Director, at (404) 352-9828 or rpowell@chattahoochee.org.
Interested in joining us as an exhibitor or silent auction donor? Check our website for more details on giving levels.

2019 EVENT SPONSORSHIP FORM

Company/Organization Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Payment Amount: _____	Please select a payment type:	Check	Credit Card	Please Invoice Me
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PAYING BY CHECK:

Please make all checks payable to Chattahoochee Riverkeeper.

Please include a copy of this form.

Address:

Chattahoochee Riverkeeper,
Attn: Rebecca Powell
3 Puritan Mill, 916 Joseph Lowery Blvd.,
Atlanta, GA 30318



PAYING BY CREDIT CARD:

Please select a card type:



Name on Card: _____

Card Number: _____

Security Code (3-4 digit number): _____

Expiration Date: _____

Billing Address: _____

Authorized Signature: _____

Please select the sponsor level for each event you wish to support:

SWEEP THE HOOCH

\$15,000 River Champion	\$2,500 River Advocate
\$10,000 River Benefactor	\$1,000 River Conservator
\$5,000 River Defender	\$500 River Patron

CHATTAHOOCHEE VALLEY RIVER RALLY

\$5,000 River Defender	\$500 River Patron
\$2,500 River Advocate	\$250 Friend of the River
\$1,000 River Conservator	

WILD AND SCENIC FILM FESTIVAL

\$2,500 River Advocate	\$250 Friend of the River
\$1,000 River Conservator	\$100 River Supporter
\$750 River Steward	
\$500 River Patron	

BACK TO THE CHATT

\$10,000 River Benefactor	\$750 River Conservator
\$5,000 River Defender	\$500 River Patron
\$2,500 River Advocate	

PATRON DINNER AND YOUTH SUMMIT

\$30,000 Presenting Sponsor	\$7,500 River Sustainer
\$20,000 River Hero	\$5,000 River Defender
\$15,000 River Champion	\$2,500 River Advocate
\$10,000 River Benefactor	\$1,000 River Conservator

DOWN THE HATCH FILM FESTIVAL

\$5,000 River Defender	\$500 River Patron
\$2,500 River Advocate	\$250 Friend of the River
\$1,000 River Conservator	

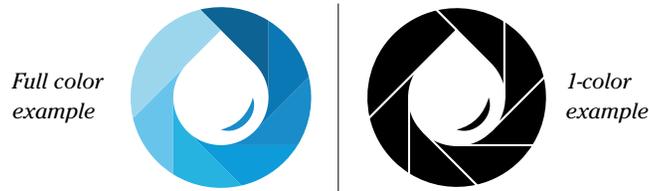
Note: All in-kind donations are recognized at 50% of the market value.

Please contact Rebecca Powell at rpowell@chattahoochee.org for additional sponsorship information.

2019 LOGO SUBMISSION CHECKLIST

We value our partnerships and take great pride in our sponsors. Because of this, it is important to us to display your logo as intended and by design. To ensure your logo displays properly on the assets you signed up for, we've listed a few logo submission guidelines to follow below:

- Please submit two vector versions of your logo: one in full-color and one in 1-color (white or black).



- Please remember to submit your logos in vector format. Vectors are scalable (not rasterized, or “flat”). Vector files ensure your logo will display properly in all sizes necessary. Acceptable vector files types are .ai, .eps, vector .pdf, and .svg formats.

YES

.ai

.eps

.pdf

.svg

NO

.jpg

.png

.tif

.gif

- Please submit your logos via email on or before the deadlines to: Melanie Baird at mbaird@chattahoochee.org.

SUBMISSION DEADLINES

SWEEP THE HOOCH

Logo for volunteer gift.....	3/15/19
Logo for CRK's Cleanup Program webpage through 2019.....	3/22/18
Name on press release before event.....	3/8/19

CHATTAHOOCHEE VALLEY RIVER RALLY

Name for save the date (print and online).....	3/15/19
Logo for CRK event webpage.....	4/19/19
Name for event signage.....	4/12/19

WILD AND SCENIC FILM FESTIVAL

Choose a film to sponsor.....	3/1/19
Logo for poster.....	3/1/19
Logo for invitation postcard and event program.....	3/1/19
Logo and link for CRK website.....	3/1/19
Name for recognition in print program.....	3/1/19
On screen acknowledgment before film festival.....	3/1/19
Name for recognition on event webpage.....	3/1/19

BACK TO THE CHATT

Stay tuned for more details as they become available.

PATRON DINNER AND YOUTH SUMMIT

Stay tuned for more details as they become available.

DOWN THE HATCH FILM FESTIVAL

Marquee listing for all collateral.....	8/23/19
Logo for pre-event advertisement.....	9/5/19
Logo for invitation.....	8/30/19
Name for event invitation.....	8/30/19
Name for press release.....	8/30/19
Logo for CRK website.....	8/30/19
Reservation for event booth.....	9/5/19