



CHATTAHOOCHEE RIVERKEEPER®

Keeping Watch Over Our Waters

2020 Partnership Opportunities

WATCH FOR WATER

Sunday, March 8, 2020 **Westside Cultural Arts Center**

SWEEP THE HOOCH

Saturday, April 4, 2020 **Chattahoochee Watershed**

VALLEY RIVER RALLY

Saturday, May 9, 2020 **West Point, GA**

WILD & SCENIC FILM FESTIVAL

Saturday, May 16, 2020 **Brenau University**

PATRON DINNER

September 10, 2020 **The Stave Room**

QUALITY HOOCH FEST

Saturday, October 10, 2020 **Riverview Landing, Smyrna**

MEMBER CELEBRATION

November 2020

It's not just the Chattahoochee, it's the Hooch. And it means something different for everyone who calls our region home. It's the perfect place to cool off during the heat of summer with thousands of your closest friends. But it's also a great way to escape the buzz of the city even during the cooler months. Not only is it a popular year-round destination, it's also an important water source for the region. It runs through our homes and businesses every day - the liquid lifeline of our community.

For every different reason we all love it, we have every reason to keep it clean for years to come.

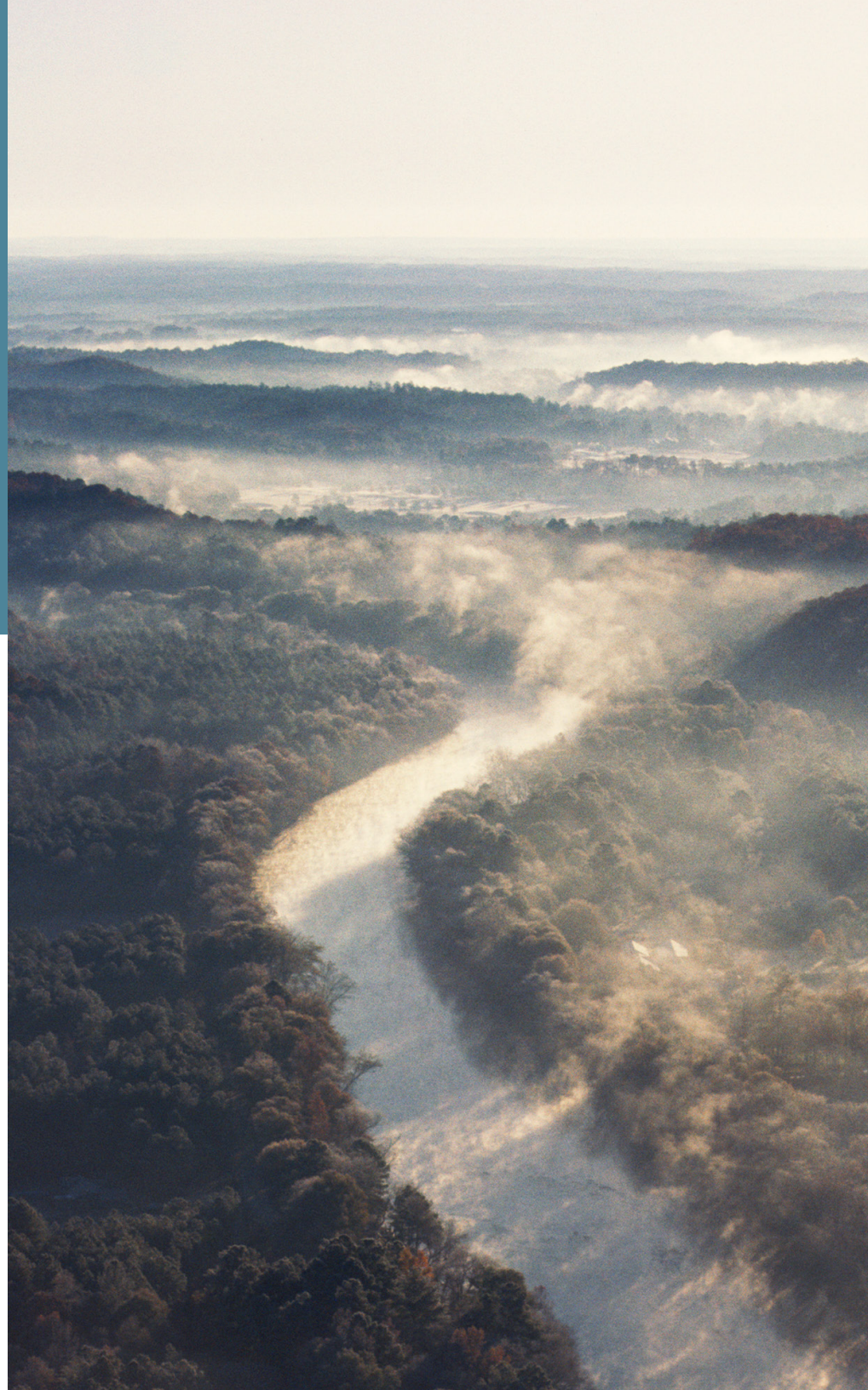
Because the Hooch is yours. It's mine. It's ours.

Our Work

For nearly three decades, Chattahoochee Riverkeeper has been using water quality monitoring, river patrols, education, advocacy, community engagement, and when needed, legal action, to protect and preserve the Chattahoochee River for the more than five million people who rely on the river system. With a growing membership of 10,000, 16 staff and three offices, CRK is working harder than ever to ensure that everyone's right to enough clean water is protected.

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.





How our missions align

For our corporate sponsors who understand that it's about more than just the bottom line.

Chattahoochee Riverkeeper stands out as the only non-profit organization dedicated solely to protecting our liquid lifeline - the Chattahoochee River. Sponsors can benefit by aligning with our mission through a variety of year-round 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 up and stand out against your competitors by showing your customers that your company is contributing to something meaningful.

PR and media coverage

Together, we will promote our joint initiatives to internal and external audiences.

Connect

Reach CRK's broad audience of passionate and engaged people throughout the region.

Motivate and 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.



How to get involved

Events that educate and entertain

- Watch for Water, Sweep the Hooch, Chattahoochee Valley River Rally, Wild & Scenic Film Festival, Quality Hooch Fest, Patron Dinner, and Member Celebration

Service and Education

- **Team-build with a volunteer day.** Let us organize a service project for you. A \$1,500 donation allows us to provide a private land-based cleanup for your group, while a \$3,000 donation provides a private paddle cleanup for up to 15 people.
- **Lunch-and-learn.** Host a lunch-and-learn and CRK will deliver engaging and timely presentations on water quality, management and conservation.

Program support

- Each year, CRK brings 10,000 students and teachers on board our two floating classrooms on 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 to identify pollution hot spots and improve water quality in urban streams.
- The Clean Lake Equation campaign brings community support to CRK initiatives to protect Lake Lanier, the drinking water source for more than five million people.
- CRK's two major cause marketing campaigns are Aveda Earth Month and Quality Hooch. These campaigns raise awareness of water quality issues facing the Chattahoochee River and provide support for CRK's varied water monitoring efforts.



WATCH FOR WATER

Sunday, March 8, 2020

Westside Cultural Arts Center

Calling all hip cats and disco divas! Join us for the first ever Watch for Water, featuring a showing of the iconic 1975 film Shampoo, starring Warren Beatty, Julie Christie and Goldie Hawn. This event is a kick-off to this year's Aveda Earth Month fundraising campaign, which has raised nearly half a million dollars for CRK's water monitoring programs during the past 10 years.

Festivities will take place at Westside Cultural Arts Center where stylists, service providers, and clients from across the industry will gather to #standupforcleanwater and support the liquid lifeline that so many depend on. Join us for the film, popcorn and candy, a 70's themed costume contest with prizes, and more.

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

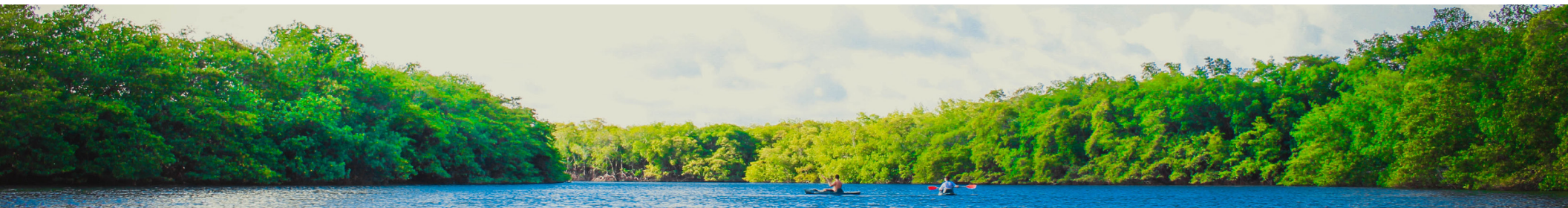
Chattahoochee Riverkeeper is proud to partner with Aveda to launch our Earth Month 2020 fundraising efforts.

WATCH FOR WATER Sponsor Benefit Packages

Sponsor Benefits	Presenting Sponsor	River Advocate \$2,500	River Conservator \$1,000	River Patron \$500	Friend of the River \$250
Marquee listing on event poster "Aveda Movie Night presented by..."					
Logo on electronic invitation Due January 17					
2 tickets to CRK's 26th Annual Patron Dinner					
Company booth at event to showcase product and services, perform demos, etc.					
Company logo on event poster Due January 17					
On-screen acknowledgement during reception					
Reserved tickets and Aveda totes	12 tickets and totes	10 tickets and totes	8 tickets and totes	6 tickets and totes	4 tickets and totes
Recognition in CRK's RiverFLASH e-blast (15,000+ people)					

Logo must be a large, high-resolution png file with a transparent background.

Questions about this event? Email Rebecca Powell, Development Director at rpowell@chattahoochee.org.





SWEEP THE HOOCH

Saturday, April 4, 2020

Chattahoochee Watershed

Join us as we celebrate 10 years of the region's largest one-day, watershed-wide cleanup event. Whether you are an individual volunteer or part of a larger group, Sweep the Hooch is THE spring event to make a difference and show your community that you believe in a sustainable future for all.

Perfect for corporate team building, meetup groups, youth programs or clubs, churches, and more. In 2019, more than 1,150 volunteers collected 64,350 lbs. of trash - that's more than 32 tons! We will tackle more than 45 sites up and down the watershed again in 2020 with the help of walkers, waders, and paddlers from the Chattahoochee headwaters down to Columbus, GA.



Chattahoochee Riverkeeper is proud to partner with the National Park Service for Sweep the Hooch 2020.

SWEEP THE HOOCH

Sponsor Benefit Packages

Sponsor Benefits	River Hero \$20,000	River Champion \$15,000	River Benefactor \$10,000	River Defender \$5,000	River Advocate \$2,500	River Conservator \$1,000
Marquee Listing						
Logo on volunteer gift Logo due Feb. 1						
Marketing tent/booth at cleanup site						
Logo recognition on CRK's Cleanup Program webpage through 2021 Logo due Feb. 1						
Logo on volunteer registration page						
Name on press release before event Due Feb. 1						
Recognition in CRK's RiverCHAT newsletter (4,000+ copies printed and distributed online)						
Reserved volunteer registrations	40 volunteer registrations	35 volunteer registrations	25 volunteer registrations	20 volunteer registrations	15 volunteer registrations	15 volunteer registrations
Name recognition on Sweep the Hooch webpage						
Recognition in CRK's RiverFLASH e-blast (15,000+ people)						

Logo must be a large, high-resolution png file with a transparent background.

Questions about this event? Email Tammy Bates, Outings Manager at tbates@chattahoochee.org.



VALLEY RIVER RALLY

Saturday, May 9, 2020
West Point, GA

The Valley River Rally is an easy-going paddle trip and community gathering that draws people together from around the Middle Chattahoochee region.

The 5th Annual Valley River Rally kicks off in the evening with the launch of kayaks, canoes and paddle boards at Hardley Creek Park for a three-mile paddle along the Chattahoochee Blueway Trail. Once paddlers reach the City of West Point Downtown River Park, all are welcome to join for a family-friendly party featuring live music, a silent auction, dinner, local craft beer, games and learning booths. Proceeds from the event support Chattahoochee Riverkeeper programs like the West Point Lake Floating Classroom and Neighborhood Water Watch.

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 through all social media platforms					
Two-hour cruise for 30 people on West Point Lake					
Name/logo on 'Save the Date' (print and online) Due March 20					
Name/logo on event invitation					
Recognition in CRK's RiverFLASH e-blast (15,000+ people)					
Name/logo on event signage					
Reserved paddler registrations	10	8	6	4	2
Name/logo on event webpage Due April 24					

Logo must be a large, high-resolution png file with a transparent background.

Questions about this event? Email Henry Jacobs, Middle Chattahoochee Outreach Director at [hjacobson@chattahoochee.org](mailto:hjacobs@chattahoochee.org).





WILD & SCENIC FILM FESTIVAL

Saturday, May 16, 2020

Brenau University

The Wild & Scenic Film Festival inspires environmental activism and a love for nature through film. Featuring more than a dozen films about nature, conservation, wildlife, climate change, and more, the Wild & Scenic Film Festival will make you laugh, cry, learn, and change. The carefully curated selection of award-winning films features stories that give us a sense of place and what it means to be responsible stewards of the earth.

The festival is a natural extension of Chattahoochee Riverkeeper's efforts to encourage and inspire people to act on behalf of the environment. Chattahoochee Riverkeeper is pleased to bring the Wild & Scenic Film Festival to Gainesville for the sixth year. Join us at the Brenau Downtown Center for a night of great prizes, a silent auction, films, fun, food, and beer.



WILD & SCENIC FILM FESTIVAL

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
2 tickets to CRK annual Patron Dinner					
Trip for 30 on Lake Lanier Floating Classroom					
Half-page ad in program Ad due May 1					
Recognition during opening remarks and on-screen before films begin					
Recurring recognition through social media					
Logo on event program and poster*					
Logo with link on CRK webpage*					
Recognition in CRK's RiverCHAT newsletter (4,000+ copies printed and distributed online)					
Recognition in CRK's RiverFLASH e-blast (15,000+ people)					
Name recognition on event webpage					
Tickets to event	10	8	6	4	2

**Logo is due on or before March 15, and must be a large, high-resolution png file with a transparent background.*
 Questions about this event? Email Hannah Warner, Headwaters Outreach Director at hwarnar@chattahoochee.org.



PATRON DINNER

Thursday, September 10, 2020

The Stave Room

Join us for Chattahoochee Riverkeeper's 26th 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.

This annual dinner event brings together a passionate environmental community to hear stories of success on the river. Featuring an extensive silent auction, gourmet dining, and engaging presentations, CRK's annual Patron Dinner offers an evening with a spotlight on the river.

PATRON DINNER

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								
Opportunity to 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 for employees								
Recognition by executive director during program								
Ad in program	Full page	Full page	Half page	Quarter page				
Two hour outing on CRK Patrol Boat for four								
Name or logo recognized on invitation								
Recognition in CRK's RiverCHAT newsletter (4,000+ copies printed and distributed online)								
Recognition in CRK's RiverFLASH e-blast (15,000+ people)								
Name listed in press release								
Acknowledgement in all collateral								
Tickets to the event	30 tickets (3 VIP tables)	20 tickets (2 VIP tables)	10 tickets (1 VIP tables)	10 tickets (1 table)	8 tickets	6 tickets	4 tickets	2 tickets

Logo must be a large, high-resolution png file with a transparent background.

Questions about this event? Email Rebecca Powell, Development Director at rpowell@chattahoochee.org.



QUALITY HOOCH FEST

Saturday, October 10, 2020

Riverview Landing, Smyrna

After six great years of the Orvis Down the Hatch Hatch Fly Fishing Film Festival, we are thrilled to present you with the Quality Hooch Fly Fishing Beer Festival (or Quality Hooch Fest). What started as a film festival has become much more these past few years, and serves as the perfect opportunity for the outdoor community to come together to celebrate the fish and wildlife that depend on a forever clean and sustainable Chattahoochee River.

We look forward to having you join us this fall at Riverview Landing for a day of quality brews, live music, films, silent auction, exhibitors from across the outdoors industry, nonprofit partners showcasing their important work in the community, casting and boating demos, industry VIPs, food trucks, and more!



QUALITY HOOCH FEST

Sponsor Benefit Packages

Sponsor Benefits	Presenting Sponsor \$30,000 (only 2 spots available!)	River Hero \$20,000	River Benefactor \$10,000	River Defender \$5,000	River Advocate \$2,5000	River Conservator \$1,000
Marquee listing						
Opportunity to address audience at event						
Logo on event wrist bands						
Community spotlight feature on CRK website						
Cruise on Lake Lanier or West Point Lake	30 guests	20 guests				
Community service day for employees						
Premier listing on all marketing collateral						
On-stage recognition by emcee						
Logo on event webpage						
Recognition on all pre-event and day-of collateral						
Recognition in event press release						
Recognition in CRK's RiverCHAT newsletter (4,000+ copies printed and distributed online)						
Recognition in CRK's RiverFLASH e-blast (15,000+ people)						
Name recognition on event webpage and all pre-event collateral						
Tickets to event	30 tickets	25 tickets	20 tickets	15 tickets	10 tickets	5 tickets
Booth space	10 x 30	10 x 30	10 x 20	10 x 20	10 x 10	10 x 10

Logo must be a large, high-resolution png file with a transparent background.

Questions about this event? Email Rebecca Powell, Development Director at rpowell@chattahoochee.org.



MEMBER CELEBRATION

November 2020

Members are the heart of Chattahoochee Riverkeeper, and our annual Member Celebration honors those members, volunteers, donors and community partners who give so much to the organization.

Join us as we celebrate the individuals who give their time, talent, and treasure to ensure that the Chattahoochee River has enough clean water for generations to come. We'll recognize our members with a fun party including food, drinks, music, giveaways, and a special presentation for "Member of the Year."

MEMBER CELEBRATION Sponsor Benefit Packages

Sponsor Benefits	River Defender \$5,000	River Advocate \$2,500	River Conservator \$1,000	River Steward \$750	River Patron \$500
Two tickets to CRK annual Patron Dinner					
Opportunity to display company banner or sign at event					
Logo on event invitation					
Recognition during opening remarks at event					
Logo with website link on event webpage					
Acknowledgement in slideshow at event					
Recognition in CRK's RiverCHAT newsletter (4,000+ copies printed and distributed online)					
Name of company listed on event webpage					
Recognition in CRK's RiverFLASH e-blast (15,000+ people)					
Tickets to the event	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets

Logo must be a large, high-resolution png file with a transparent background.

Questions about this event? Email Kyndall Thiessen, Membership Manager at kthiessen@chattahoochee.org.

2020 Partner Form

Partner Name: _____
(how you'd like your organization to be listed)

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Payment Amount _____

Please select a payment type: Check Credit Card Please Invoice Me

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 E. Lowery Blvd.
Atlanta, GA 30318

Paying by card

Card type:
☐ Visa ☐ MasterCard
☐ Discover ☐ American Express

Name on card _____

Card number _____

Security code (3-4 digit number) _____

Expiration date _____

Billing Address _____

Authorized signature _____

**Please circle each event and level at which
you would like to offer your support:**

WATCH FOR WATER

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

SWEEP THE HOOCH

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

VALLEY RIVER RALLY

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

WILD & SCENIC FILM FESTIVAL

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

PATRON DINNER

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

QUALITY HOOCH FEST

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

MEMBER CELEBRATION

\$5,000 River Defender	\$750 River Steward
\$2,500 River Advocate	\$500 River Patron
\$1,000 River Conservator	

Thank you!

**CHATTAHOOCHEE
RIVERKEEPER®**

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