



# CHATTAHOOCHEE RIVERKEEPER®

*Keeping Watch Over Our Waters*

## 2021 Partnership Opportunities

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### **SWEEP THE HOOCH**

Saturday, March 27, 2021 **Chattahoochee Watershed**

### **VALLEY RIVER RALLY**

Saturday, May 1, 2021 **West Point, GA**

### **WILD & SCENIC FILM FESTIVAL**

Saturday, May 15, 2021 **Gainesville, GA**

### **PATRON DINNER**

Thursday, September 16, 2021 **The Stave Room in Atlanta, GA**



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Scan here or visit [chattahoochee.org/corporate-partnerships](https://chattahoochee.org/corporate-partnerships) to learn more about supporting CRKs work.

Questions? Email [rpowell@chattahoochee.org](mailto:rpowell@chattahoochee.org).



# SWEEP THE HOOCH

Saturday, March 27, 2021  
Chattahoochee Watershed

Show your support for the 11<sup>th</sup> annual Sweep the Hooch, our region's largest one-day, watershed-wide litter cleanup. Hosting more than 40 cleanup sites from the Chattahoochee headwaters to Columbus, GA, Sweep the Hooch is THE spring event to make a difference in our communities.

In 2020, more than 1,000 volunteers removed 73,646 pounds (36.8 tons) of trash, tires and recyclables from parks, creeks, and the river we all share. Of that 73,646 pounds, more than 19,288 pounds (9.6 tons) were recycled. This event is hosted in partnership with local, state, and national organizations and businesses with a presence in the Chattahoochee watershed.



Scan here or visit [chattahoochee.org/sweepthehooch](https://chattahoochee.org/sweepthehooch) to learn more about Sweep the Hooch. Questions? Email [tbates@chattahoochee.org](mailto:tbates@chattahoochee.org).

# SWEEP THE HOOCH

## Sponsor Benefit Packages

| Sponsor Benefits  | River Hero<br>\$20,000     | River<br>Champion<br>\$15,000 | River<br>Benefactor<br>\$10,000 | River<br>Defender<br>\$5,000 | River<br>Advocate<br>\$2,500 | River<br>Conservator<br>\$1,000 | Nonprofit<br>Sponsor<br>\$500 |
|---|----------------------------|-------------------------------|---------------------------------|------------------------------|------------------------------|---------------------------------|-------------------------------|
| On-site logo display  |                            |                               |                                 |                              |                              |                                 |                               |
| Service project for up to 50 people in 2021                           |                            |                               |                                 |                              |                              |                                 |                               |
| Marketing tent/booth at cleanup site                                  |                            |                               |                                 |                              |                              |                                 |                               |
| Logo on CRK's cleanup webpage through 2021                            |                            |                               |                                 |                              |                              |                                 |                               |
| Logo on volunteer registration page                                   |                            |                               |                                 |                              |                              |                                 |                               |
| Name on press release before event                                    |                            |                               |                                 |                              |                              |                                 |                               |
| Recognition in CRK's RiverCHAT newsletter (4,000+ copies distributed) |                            |                               |                                 |                              |                              |                                 |                               |
| Reserved volunteer registrations                                      | 40 volunteer registrations | 35 volunteer registrations    | 25 volunteer registrations      | 20 volunteer registrations   | 15 volunteer registrations   | 10 volunteer registrations      | 4 volunteer registrations     |
| Name recognition on Sweep the Hooch webpage and print ads             |                            |                               |                                 |                              |                              |                                 |                               |

Logo must be a high-resolution vector file with a transparent background.

Questions about this event? Email Tammy Bates, Outings Manager, at [tbates@chattahoochee.org](mailto:tbates@chattahoochee.org).



# VALLEY RIVER RALLY

Saturday, May 1, 2021  
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.

This annual event kicks off in the evening with the launch of kayaks, canoes and paddle boards at Hardley Creek Park for a three-mile paddle along a pristine section of the Chattahoochee River. Once paddlers reach the City of West Point Downtown River Park, all are welcome to join for a family-friendly party featuring live music, 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.



Scan here or visit [chattahoochee.org/vrr](http://chattahoochee.org/vrr) to learn more about the Valley River Rally.  
Questions?  
Email [hjacob@chattahoochee.org](mailto:hjacobs@chattahoochee.org).

# Valley River Rally Sponsor Benefit Packages

| Sponsor Benefits   | River Advocate<br>\$2,500 | River Conservator<br>\$1,000 | River Steward<br>\$750  | River Patron<br>\$500   | Friend of the River<br>\$250 |
|--|---------------------------|------------------------------|-------------------------|-------------------------|------------------------------|
| Recurring recognition through all social media platforms |                           |                              |                         |                         |                              |
| Two-hour cruise for 15 people on West Point Lake         |                           |                              |                         |                         |                              |
| Name/logo on 'Save the Date' (online)                    |                           |                              |                         |                         |                              |
| Name/logo on event webpage                               |                           |                              |                         |                         |                              |
| Name/logo on digital invitation                          |                           |                              |                         |                         |                              |
| Recognition in CRK's RiverFLASH e-blast (16,000+ people) |                           |                              |                         |                         |                              |
| Name/logo on event signage                               |                           |                              |                         |                         |                              |
| Recognition in RiverCHAT newsletter                      |                           |                              |                         |                         |                              |
| Paddler registrations                                    | 10 paddler registrations  | 8 paddler registrations      | 6 paddler registrations | 4 paddler registrations | 2 paddler registrations      |

Logo must be a high-resolution vector file with a transparent background.

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



# WILD & SCENIC FILM FESTIVAL

Saturday, May 15, 2021

The Wild & Scenic Film Festival inspires environmental activism and a love for nature through film. Attendees can expect to see award-winning films about nature, community activism, adventure, conservation, water, energy, climate change, wildlife, environmental justice, agriculture, and more. The carefully curated selection of films features stories that will 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. There will be virtual guest speakers, a silent auction, food trucks on-site, drink stations, and more!



Scan here or visit [chattahoochee.org/wildscenic](https://chattahoochee.org/wildscenic) to learn more about the Wild & Scenic Film Festival.

Questions?

Email [mpendleton@chattahoochee.org](mailto:mpendleton@chattahoochee.org).

# WILD & SCENIC FILM FESTIVAL Sponsor Benefit Packages

| Sponsor Benefits  | River Advocate<br>\$2,500 | River Conservator<br>\$1,000 | River Steward<br>\$750 | River Patron<br>\$500 | Friend of the River<br>\$250 |
|---|---------------------------|------------------------------|------------------------|-----------------------|------------------------------|
| Community service day for 30 volunteers                             |                           |                              |                        |                       |                              |
| Recognition on digital Save the Date                                |                           |                              |                        |                       |                              |
| Recognition during opening remarks and on-screen before films begin |                           |                              |                        |                       |                              |
| Recognition on CRK's social media                                   |                           |                              |                        |                       |                              |
| Recognition in CRK's RiverCHAT newsletter                           |                           |                              |                        |                       |                              |
| Recognition in CRK's RiverFLASH e-blasts                            |                           |                              |                        |                       |                              |
| Tickets to event  | 10                        | 8                            | 6                      | 4                     | 2                            |
| Recognition on event web page and on all electronic assets          | Logo                      | Logo                         | Logo                   | Name                  | Name                         |

Logo must be a high-resolution vector file with a transparent background.

Questions about this event? Email Mallory Pendleton, Headwaters Outreach Manager, at [mpendleton@chattahoochee.org](mailto:mpendleton@chattahoochee.org).



# PATRON DINNER

Thursday, September 16, 2021  
The Stave Room in Atlanta, GA

Join us for Chattahoochee Riverkeeper's 27th Annual Patron Experience, 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 event, whether in person or virtual, brings together a committed group of community leaders and advocates to share stories of success about the river and the communities it serves.



Scan here or visit [chattahoochee.org/patrodinner](https://chattahoochee.org/patrodinner) to learn more about our Patron Dinner.

Questions?

Email [rpowell@chattahoochee.org](mailto:rpowell@chattahoochee.org).

# PATRON DINNER Sponsor Benefit Packages

| Sponsor Benefits   | Presenting Sponsor<br>\$30,000 | River Hero<br>\$20,000       | River Champion<br>\$15,000   | River Benefactor<br>\$10,000 | River Defender<br>\$5,000 | River Advocate<br>\$2,500 | River Conservator<br>\$1,000 |
|--|--------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|------------------------------|
| Logo displayed at event                                  |                                |                              |                              |                              |                           |                           |                              |
| 60 second video "spotlight" during program               |                                |                              |                              |                              |                           |                           |                              |
| Premier listing on all collateral                        |                                |                              |                              |                              |                           |                           |                              |
| 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                 |                           |                           |                              |
| Appreciation gift baskets delivered to home or office    | Platinum                       | Gold                         | Silver                       | Bronze                       |                           |                           |                              |
| Name or logo on invitation                               |                                |                              |                              |                              |                           |                           |                              |
| Recognition in CRK's RiverCHAT newsletter                |                                |                              |                              |                              |                           |                           |                              |
| Recognition in CRK's RiverFLASH e-blast (16,000+ people) |                                |                              |                              |                              |                           |                           |                              |
| Name or logo listed on web page and event collateral     |                                |                              |                              |                              |                           |                           |                              |
| Tickets to the event                                     | 30 tickets<br>(3 VIP tables)   | 20 tickets<br>(2 VIP tables) | 10 tickets<br>(1 VIP tables) | 10 tickets<br>(1 VIP table)  | 6 tickets                 | 4 tickets                 | 2 tickets                    |

Logo must be a high-resolution vector file with a transparent background.

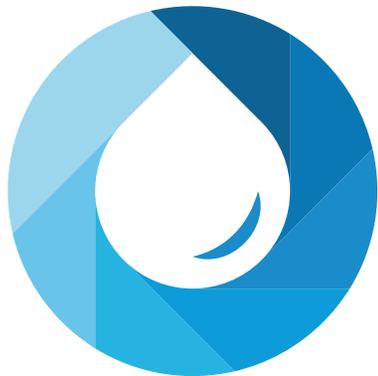
Questions about this event? Email Rebecca Powell, Development Director at [rpowell@chattahoochee.org](mailto:rpowell@chattahoochee.org).

# LOGO SUBMISSION GUIDELINES

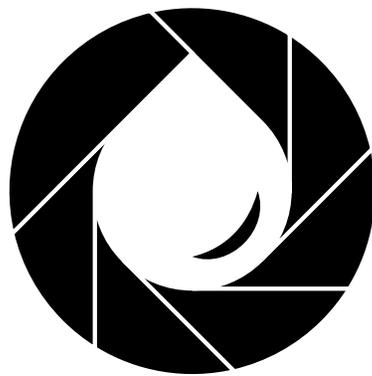
**Thank you for wanting to partner with Chattahoochee Riverkeeper!**

We value all members of the Chattahoochee community that want to support our work to protect this crucial liquid lifeline. We also take deep pride in our sponsors, and want to ensure that we are able to display your brand as intended and by design. To ensure your logo displays properly in all the assets you are entitled to, we've put together a few logo submission tips below:

**Please submit two versions of your logo - one in full-color and one in monochrome (black and white).**



Full-color example



Monochrome example

**Please submit your logo as a vector file.**

Vectors are scalable (not rasterized, or "flat") and ensure your logo will display properly at all sizes. Acceptable vector file types are listed below:

YES

.ai

.eps

.pdf

.svg

NO

.jpg

.png

.tif

.gif

Logos should be emailed to [jregeski@chattahoochee.org](mailto:jregeski@chattahoochee.org).



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