



SWEEP THE HOOCH

Saturday, March 22, 2025
Chattahoochee Watershed



In 2025, Sweep the Hooch will celebrate 15 years by continuing to host the southeast region's largest one-day, watershed-wide litter cleanup. Sweep hosts more than 60 cleanup sites spread over 200 river miles from the headwaters in Helen, through Atlanta, and down to Columbus. Sweep the Hooch is THE spring cleanup event making a difference in all our communities throughout the Chattahoochee watershed.

In the last 14 years of Sweeping, 12,000 volunteers have removed 268 TONS of trash, tires, and recyclables from parks, creeks, and the river we all share. Of that, more than 32 tons were recycled.


This event is hosted in partnership with local, state, and national organizations and businesses with a presence in the Chattahoochee watershed. We rely on the support of sponsors to host a cleanup of this magnitude.



Scan here or visit
chattahoochee.org/sweepthehooch
to learn more about Sweep the Hooch.
Questions? Email
tbates@chattahoochee.org.

SWEEP THE HOOCH PARTNER BENEFITS

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	Nonprofit Sponsor \$500
Logo on gift given to all volunteers							
Service project for up to 50 people in 2025							
Marketing banner at cleanup site							
Logo on CRK's cleanup webpage through 2025	Logo	Logo					
Name in press release before event							
Recognition in CRK's RiverCHAT newsletter	Logo	Logo	Logo	Name	Name	Name	Name
Reserved volunteer registrations at the event	40 volunteers	35 volunteers	25 volunteers	20 volunteers	15 volunteers	10 volunteers	5 volunteers
Recognition on Sweep the Hooch webpage through 2025	Logo	Logo	Logo	Name	Name	Name	Name
Recognition in CRK's RiverFLASH e-blast	Logo	Logo	Logo	Name	Name	Name	Name



In order to best illustrate your brand's support, we request that all logos be a high-res vector file (.eps, .svg, etc.). Questions about this event? Email Tammy Bates, Outings Director, at tbates@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



CHATTAHOOCHEE
RIVERKEEPER®