



# SWEEP THE HOOCH

Saturday, March 21, 2026  
Chattahoochee Watershed

Sweep the Hooch is one of the largest one-day, watershed-wide litter cleanups in the Southeast. Volunteers gather for this beloved day of service at more than 60 cleanup sites spanning 14 counties and 200 river miles from the Chattahoochee River headwaters in Helen, through Atlanta, and down to Columbus, making a difference throughout the entire watershed.

In the last 15 years, over 13,000 Sweep the Hooch volunteers have removed 309 TONS of trash, tires, and recyclables from parks, creeks, and the river we all share. Of that, more than 37 tons have been recycled.

This event is hosted in partnership with local, state, and national organizations and businesses with a presence in the Chattahoochee watershed. Sponsoring Sweep the Hooch is a great way to engage your employees in our mission and demonstrate your commitment to the Chattahoochee River.



**60** CLEANUP SITES  
**14** COUNTIES  
**200** RIVER MILES



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

# SWEEP THE HOOCH PARTNER BENEFITS

| Sponsor Benefits                                    | 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 | River Friend*<br>\$500 |
|---|------------------------|----------------------------|------------------------------|---------------------------|---------------------------|------------------------------|------------------------|
| Logo on gift given to all volunteers                |                        |                            |                              |                           |                           |                              |                        |
| Service project for up to 50 people hosted in 2026  |                        |                            |                              |                           |                           |                              |                        |
| Logo on CRK's cleanup webpage through 2026          | Logo                   | Logo                       |                              |                           |                           |                              |                        |
| Name in press release pre/post 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 2026 | Logo                   | Logo                       | Logo                         | Name                      | Name                      | Name                         | Name                   |
| Recognition in CRK's RiverFLASH e-blast             | Logo                   | Logo                       | Logo                         | Name                      | Name                      | Name                         | Name                   |

\*This sponsorship level is reserved for small businesses and nonprofit partners



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](mailto: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®