

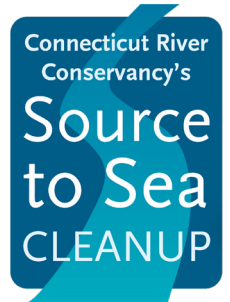


Connecticut River
Conservancy

27th Annual Source to Sea Cleanup

September 22-23, 2023

Sponsor Benefits Package



About the Cleanup

The Connecticut River Conservancy's Source to Sea Cleanup is one of the nation's largest river cleanups with thousands of participants working throughout the Connecticut River's four watershed states. Each fall, thousands of volunteers set out on foot or by boat to remove tons of trash and debris from our waters in NH, VT, MA and CT.

After 26 years, volunteers have removed more than 1,667 tons of trash from our rivers. **This would not be possible without the support of business leaders like you.**

Our volunteers and sponsors come back year after year to a high quality and fun experience with real results, high visibility, and recognition.

Cleanup Priorities

- * Effectively and safely remove all manner of trash and debris
- * Support solutions to illegal dumping and litter
- * Create meaningful opportunities for volunteers to engage in their communities
- * Engage community members to take action in our Stop Trash Before It Starts advocacy campaign

Why Sponsor?

- * Demonstrate your commitment to the environment.
- * Increase your business exposure through generous media coverage and other promotion.
- * Provide your employees an engaging and meaningful team-building opportunity.



2022 in Brief

37.4 Tons of Trash Removed

24 Corporate Sponsors

126 Cleanup Groups

1,363 Volunteers





CRC Annual Web Traffic

57,292 visitors
75,682 sessions

CRC Facebook

7.1k followers

CRC Media Coverage

4.7 million impressions
117 Articles



* **Demonstrate Your Environmental Commitment**

This event gives sponsors valuable exposure. Share your environmental value with and connect your business to a thoughtful, engaged and influential constituency that participate in the event, as well as with the many more people who learn about the event through our media outreach.

* **Enhance Your Media Coverage**

The Source to Sea Cleanup earns media coverage in print, radio, television, on-line, and through social media in local, regional and national outlets. Newspaper outlets include Boston Sunday Globe, Hartford Courant, Christian Science Monitor, Burlington Free Press, Springfield Republican, Valley Advocate, Keene Sentinel, and more. Radio coverage reaches approximately 200,000 weekly listeners on WRSI-The River, regional NPR networks, iCRV, and more.

* **Engage Your Employees**

Many organizations offer employees the opportunity to volunteer in their communities. In a typical year, 20-25 employee groups participate in the Source to Sea Cleanup! We'll work with you to help organize your team, identify an appropriate cleanup site, and provide talking points for you to share with your group on Cleanup day.

* **Benefits Overview (see chart on next page)**

We provide many opportunities for your business to benefit from our collaboration. Here's a sample with a full list on page 3.

Media Recognition: Lead Sponsors receive more promotion with recognition in all press releases to local and regional news outlets in Connecticut, Massachusetts, New Hampshire and Vermont.

CRC Staff Presence at Your Cleanup: Our experienced staff will help you identify a site and trash disposal options, along with helping you host the event and create a great experience for your team.

Virtual Lunch & Learn: Add value to your sponsorship by using the event as a team building opportunity for your staff. CRC will provide an informative virtual introduction to the Cleanup, including interesting facts about the river. Schedule your event as a lunch and learn or at a convenient time for your employees.

“ Our sponsorship of the Connecticut River Conservancy is a clear, public statement of our values that helps our employees feel connected and engaged, and resonates with clients and members of the wider community who see us living those values through financial support and volunteerism. ”

— Ethan Birchard,
Prentiss Smith & Company, Inc.

2023 Sponsor Benefits Chart

As a **Source to Sea Sponsor**, you demonstrate your commitment to your employees, your community and to the environment. You will be recognized with the following benefits:

	Lead Sponsor \$15,000	Watershed Sponsor \$10,000	River Sponsor \$5,000	Tributary Sponsor \$2,500	Stream Sponsor \$1,000
Media Recognition	✓				
E-news Recognition	✓				
Social Media Shoutout	✓	✓			
CRC Staff Presence at Your Cleanup	✓	✓			
Inclusion in highlight Video	✓	✓			
Annual Report Web listing	✓	✓	✓		
Virtual Lunch & Learn	✓	✓	✓		
Promotional Posters	✓	✓	✓	✓	
Cleanup Site for Your Team	✓	✓	✓	✓	✓
Volunteer Apparel	Prominent logo	Logo	Listing	Listing	Listing
Cleanup Chronicle	Profile & Logo	Profile & Logo	Logo	Logo	Listing
Website Recognition	Large Logo	Logo	Logo	Listing	Listing
Sponsor Certificate	✓	✓	✓	✓	✓
Source to Sea Logo Use	✓	✓	✓	✓	✓

It's quick & easy to sign up online: ctriver.org/cleanup/sponsors

Priority Sponsor Deadline: May 31st

The Connecticut River Conservancy is a tax-exempt 501(c)(3) organization (EIN: 04-2148397).

To learn more about sponsorship opportunities, please contact Brett Morrison at 413-772-2020, ext. 218 or bmorrison@ctriver.org

YES! We want to sponsor the 27th Annual Cleanup!

It's quick & easy to complete this form online: ctriver.org/cleanup/sponsors

Company Name (as you would like it to appear in print/online materials): _____

Website: _____

Mailing Address: _____ City, State, Zip: _____

Contact Name: _____ Title: _____

Work Phone: _____ Cell Phone: _____

E-mail: _____

If not yourself, who would you like to receive formal acknowledgement of this sponsorship? Please provide name, title, email:

Sponsorship Level	Contribution	
Lead Sponsor \$15,000	\$ _____	<p>Please mail this form with your payment by 5/31 to:</p> <p>Connecticut River Conservancy 15 Bank Row Greenfield, MA 01301 ATTN: Source to Sea Sponsorship</p>
Watershed Sponsor \$10,000	\$ _____	
River Sponsor \$5,000	\$ _____	
Tributary Sponsor \$2,500	\$ _____	
Stream Sponsor \$1,000	\$ _____	
Supporter <\$1,000	\$ _____	
<p>Method of Payment:</p> <p>Please send me an invoice _____</p> <p>Check enclosed _____</p> <p>Credit card # _____</p> <p>Exp. Date (mm/yy) _____/_____, CVC # _____</p> <p>Name as it appears on card _____</p> <p>Signature _____ Date _____</p>		<p>Please contact us at:</p> <p>Brett Morrison 413-772-2020 x 218 bmorrison@ctriver.org with any questions</p> <p><i>Email required for processing credit cards. Please include above.</i></p>

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