


SPONSORSHIP GUIDE 2024

HELP YOUR BUSINESS
DEMONSTRATE IT'S PASSION
FOR LOCAL WATERWAYS AND
GREEN SPACES BY **PROTECTING,**
ENHANCING, AND **CELEBRATING** THE
CLINTON RIVER, ITS WATERSHED,
AND LAKE ST. CLAIR WITH THE
CLINTON RIVER WATERSHED
COUNCIL



CLINTON RIVER WATERSHED COUNCIL

 1115 W Avon Road, Rochester Hills, MI 48326

 (248) 601-0606  crwc.org

 cole@crwc.org

 Clinton River Watershed Council

 @clintonriverwatershed

WHY SUPPORT THE CLINTON RIVER WATERSHED COUNCIL?

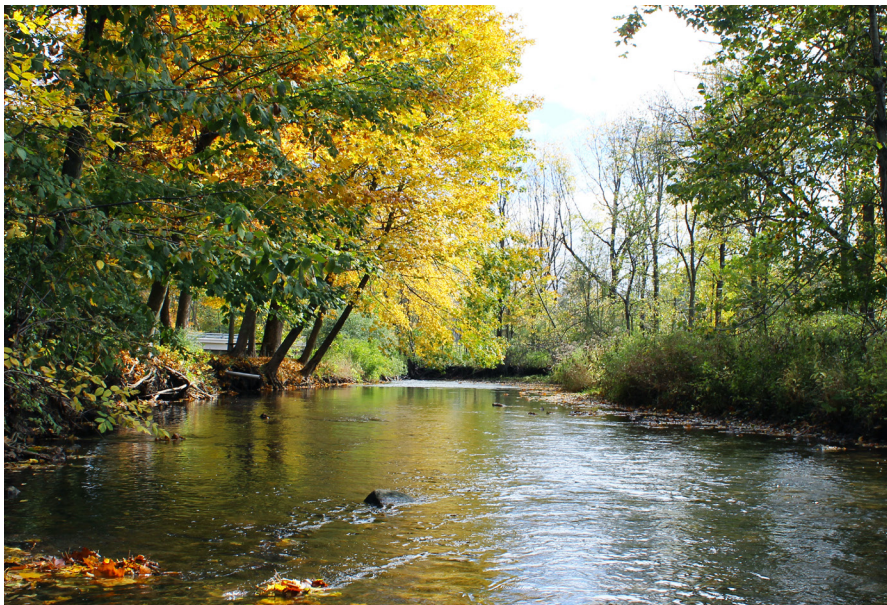
For more than 50 years, the Clinton River Watershed Council has provided opportunities for community members, students, municipalities, businesses, and community groups to get involved in programs that enhance the health of the Clinton River through education, restoration, stewardship, and watershed management.

Spanning 760 square miles and home to 1.5 million people, the Clinton River watershed stretches from farm fields along the northern branch, to vibrant residential and shopping districts in the southern watershed. From the peaceful inland lakes of the upper Clinton in the west, to the main branch of the river entering into beautiful and busy Lake St. Clair in the east, the Clinton River watershed is an expansive and diverse ecosystem that hosts a wide range of recreation and wildlife.

Through sponsorship, your generous contribution will help us to monitor water quality, provide students with stream-side experiences, engage volunteers in our trash and debris clean-up programs, support the development, installation, and maintenance of green infrastructure, complete ecological restoration projects, and educate the public about the importance of local water resources.

Your support will help CRWC continue to provide communities and residents with opportunities for hands-on learning, a chance for connection, opportunities to volunteer, access to recreation, and a focus on improving the health of the Clinton River watershed.

Join CRWC as we work to leverage individual and community actions to protect and enhance the health of the Clinton River and Lake St. Clair, assuring that its natural, economic, and recreational values enhance the quality of life for those who live, work, and play within the Clinton River watershed.



A SPONSORSHIP WITH CRWC WILL HELP YOU:

BUILD:

Brand viability and support with CRWC staff, members, volunteers and supporters.

SEND:

A positive message to your employees and clients.

CONNECT:

With current and future CRWC members, partners, volunteers and supporters.

MAKE:

A statement on the importance of our environment and your commitment to clean water.

CREATE:

Exposure among a diverse network of people that support CRWC's mission.

PREMIER SPONSORSHIP

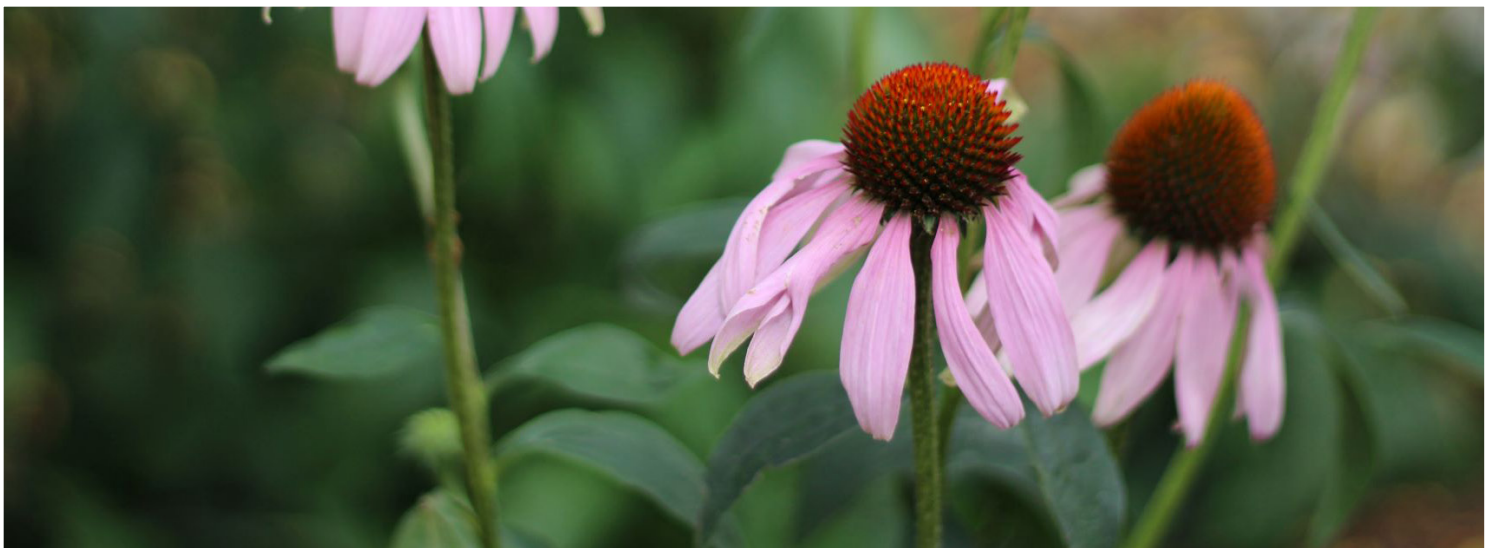
As a Premier Sponsor of the Clinton River Watershed Council, you will become an exclusive supporter with access to recognition throughout the year, as we work with you to highlight your contribution to CRWC's mission of protecting, enhancing, and celebrating the Clinton River, its watershed, and Lake St. Clair.

Your contribution will support CRWC's work throughout the year, including programs such as Stream Leaders, Adopt-A-Stream, River Day, and Clinton Clean-Up, and the general operations and activities of the organization that make our work possible.

Premier Sponsorship includes several visibility and event perks, but also unique experiences that give access to private outings with the Clinton River Watershed Council staff and volunteers. It also includes a sponsorship of both the Annual Meeting and Crafts on the Clinton.

Your generous support at an annual level allows CRWC to generate programming to connect or re-connect people and communities to the Clinton River, educating people on the importance of water quality, while doing the on the ground work needed to enhance the health of the Clinton in each community it flows through. Please join us!

PERKS	Level	GOLD	SILVER	BRONZE
	Annual contribution	\$10,000	\$7,500	\$5,000
	10 person private experience with CRWC in the watershed (kayak trip, fly fishing, etc...)	X		
	Color ad in the Annual Report	Full Page	Half Page	Quarter Page
	Coordinated social media promotion around Weekly Clean, Earth Day, or other event/milestone	3	2	1
	Annual Meeting Sponsorship	Gold	Silver	Bronze
	Crafts on the Clinton Sponsorship	Gold	Silver	Bronze
	Coordinated Volunteer Opportunity (such as a cleanup or invasive species removal)	2	1	
	Logo prominently displayed on River Day and Keeping-It-Clean t-shirts	X	X	X



ANNUAL MEETING SPONSORSHIP

Sponsoring the Annual Meeting is an excellent opportunity to show your support of the Clinton River Watershed Council's mission and vision. This event gathers CRWC's most passionate supporters, members, and volunteers for a memorable evening of celebration and appreciation.

As a sponsor, you will have the opportunity to increase your brand's visibility and reputation in the community among a highly engaged audience. Additionally, the Annual Meeting includes a dinner for all attendees, providing a relaxed and enjoyable atmosphere for networking and relationship-building.

PERKS	Sponsorship Level	GOLD	SILVER	BRONZE	EXHIBITOR	NON PROFIT EXHIBITOR
	Event contribution	\$2,500	\$1,000	\$500	\$250	\$200
	Annual Meeting tickets (dinner included)	8	4	2	1	1
	Social media recognition	X	X	X		
	Website recognition	X	X	X	X	X
	Logo in program, visual recognition, and verbal recognition	X	X	X	X	X
	Exhibitor table	X	X	X	X	X

SAVE THE DATE MARCH 21, 2024

CRWC's Annual Meeting will be held on Thursday, March 21 from 6:00 p.m. - 8:00 p.m.



CRAFTS ON THE CLINTON SPONSORSHIP

Crafts on the Clinton is a fun-filled evening that features beer and wine tasting while enjoying live music, delicious food, and art vendors on the banks of the Clinton River! This is a special opportunity to sample local beer, mead, and wine from across the state. Attendees, including sponsor representatives, must be 21 years of age or older and provide valid ID to participate.

Clean water is a critical ingredient in more than just the brewing process. Our water resources affect everything from farming to recreation, community health to manufacturing. By supporting the Clinton River Watershed Council (CRWC) and other clean water initiatives, companies can ensure they are publicly involved in the stewardship of local water resources.

Every sponsorship with CRWC helps provide individuals and communities with opportunities for hands-on learning, stream-side experiences, opportunities to volunteer, and access to recreation. Sponsorships support our mission to protect, enhance, and celebrate the health of the Clinton River through education, stewardship, and watershed management.

Through Crafts on the Clinton, you have the opportunity to improve your brand reputation and attract customers who are looking to engage with environmentally conscious organizations.

SAVE THE DATE

SEPT 20, 2024

Crafts on the Clinton will be held at Dodge Park in partnership with the City of Sterling Heights





PERKS	Level	GOLD	SILVER	BRONZE
	Contribution	\$1,000	\$750	\$500
Crafts on the Clinton Tickets	4	3	2	
Social media recognition	X	X		
Website recognition	X	X	X	
Logo in publications, banner, and Brew-Crew t-shirt	X	X	X	

NOURISHED BY NATURE

CRWC is excited to provide in-person, experience-oriented outdoor programming for new audiences within the watershed to create a foundation for positive change and a commitment to a clean, healthy, and thriving watershed. In 2024, CRWC is hosting Nourished by Nature, the second year of our experience-based outdoor series aimed at connecting people who have not had access to unique, place-based outdoor activities like cycling, kayaking, birding, and hiking in the watershed.



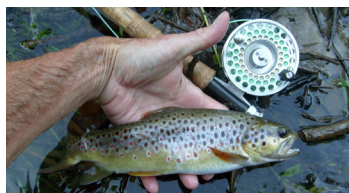
In 2024, CRWC is seeking sponsorships of this highly successful new program to remove barriers to accessing outdoor opportunities in the watershed.

PERKS	Level	GOLD	SILVER	BRONZE
	Contribution	\$1,000	\$750	\$500
	Social media recognition	2	1	
	Website recognition	X	X	X
	Logo in publications and visual recognition	X	X	X
	Recognition in <i>River News</i> (twice annual printed publication)	X	X	X

RIVER DAY

River Day is designed to encourage appreciation and recreational use of the waterways of the Clinton River and Lake St. Clair, and to celebrate the leadership of local citizens, organizations, and communities whose efforts are critical to protecting and enhancing the overall quality of the Clinton River watershed.

This June, individuals, businesses, community groups, and local governments across the watershed will join forces on River Day to enhance and celebrate the Clinton River and Lake St. Clair. Activities range from nature hikes, canoe trips, fishing derbies, and fly fishing lessons to storm drain stenciling, river clean-ups, habitat restoration, and native landscaping.



**SAVE THE DATE:
JUNE 8, 2024**

PERKS	Level	GOLD	SILVER	BRONZE
	Contribution	\$1,000	\$500	\$250
	Social media recognition	X		
	Website recognition	X	X	
	Logo in event guide and on River-Day T-Shirts	X	X	X
	Digital copy of the River Day Event Guide	X	X	X
Recognition in <i>River News</i> (twice annual printed publication)	X	X	X	

BECOME A SPONSOR

By partnering with the Clinton River Watershed Council, you are helping to promote environmental conservation, community engagement, and economic benefits in the region. Your generosity will allow us to continue our work educating and engaging residents, restoring habitats, and improving water quality for the benefit of all those within the watershed.

Your support will have a significant impact on the Clinton River Watershed Council's efforts to protect, enhance, and celebrate the Clinton River watershed. We truly appreciate your commitment to making a difference in the region, and we look forward to the opportunity to work with you.

The Clinton River Watershed Council is a 501(c)3 non-profit organization. Your donation is tax deductible as allowed by law.

FILL OUT THIS SPONSORSHIP FORM OR VISIT CRWC.ORG/JOIN-US/SPONSOR TO DONATE.

PREMIER SPONSORSHIP

- GOLD - \$10,000
- SILVER - \$7,500
- BRONZE - \$5,000

ANNUAL MEETING

- GOLD - \$2,500
- SILVER - \$1,000
- BRONZE - \$500
- EXHIBITOR - \$250
- NON-PROFIT EXHIBITOR - \$200

NOURISHED BY NATURE

- GOLD - \$1,000
- SILVER - \$750
- BRONZE - \$500

RIVER DAY

- GOLD - \$1,000
- SILVER - \$500
- BRONZE - \$250

CRAFTS ON THE CLINTON

- GOLD - \$1,000
- SILVER - \$750
- BRONZE - \$500

SPONSOR INFORMATION

Sponsor Name: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Total Amount: \$ _____

COMPLETE YOUR SPONSORSHIP ONLINE OR BY CHECK

You can complete your sponsorship using a check or credit card. If you have any questions, please contact the Development and Communication Specialist, Cole Pachucki, at cole@crwc.org or 248-601-0606 ext. 25.

Select one:

CHECK

Fill out the included [paper sponsorship form](#).

1. Check the level(s) you wish to sponsor
2. Fill in the Sponsor Information section, including your contact information and the name of your organization
3. Provide a check for the appropriate amount. Checks should be addressed to **Clinton River Watershed Council**
4. Return the form and check in-person or by mail to the CRWC office at: **1115 W Avon Road. Rochester Hills, MI 48309**

CREDIT CARD *(Online)*

Fill out the sponsorship form online at crwc.org/join-us/sponsor

1. Check the level(s) you wish to sponsor.
2. Input your contact information and the name of your group or business.
3. Provide details for a credit card or financial institution.



1115 W. Avon Road
Rochester Hills, MI 48309

NONPROFIT
ORGANIZATION
U.S. POSTAGE PAID
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ROCHESTER HILLS, MI

Additional Services

The Clinton River Watershed Council is excited to offer companies with several ways to get involved in protecting, enhancing, and celebrating the Clinton River, its watershed, and Lake St. Clair. Additional services include everything from cleanups to native plantings to invasive species pulls. These services are included as part of the Gold and Silver level Premier Sponsorships, or are available for a small fee, which covers staff time, planning, materials, and day-of support for your activity. To learn more about additional services, please contact CRWC.

Contact Us for More Info!

To learn more about becoming a CRWC Member, volunteering, becoming a sponsor and all other inquiries, visit our website or give us a call to speak with a friendly staff member who will be happy to assist you.

Contact CRWC Today!

 248.601.0606

 CRWC.org

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