2020 SPONSORSHIP OPPORTUNITIES
OUR MISSION:
The mission of the Clinton River Watershed Council (CRWC) is to protect, enhance, and celebrate the Clinton River, its watershed, and Lake St. Clair.

OUR VISION:
Individual and community actions protect and improve the health of the Clinton River, assuring that its natural, economic and recreational values enhance the quality of life for those who live, work, and play in the Clinton River watershed and Lake St. Clair.

WHY SUPPORT US?
For more than 47 years the Clinton River Watershed Council has provided opportunities for citizens, schools, governments, businesses and other community groups to get involved and active in ensuring a healthy Clinton River for us all through education, stewardship, and watershed management.

As a sponsor, your contribution will be used to support the important programs that CRWC provides to individuals, organizations, and businesses within our watershed, making a difference in your community today and for future generations.

A SPONSORSHIP WITH CRWC WILL HELP YOU:

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

SEND:
A positive message to your employees and clients.

CONNECT:
With current and future CRWC staff, members, partners, volunteers and supporters.

MAKE:
A statement on the importance of our environment and your commitment to the future of our fresh water.

CREATE:
Exposure among a diverse network of people that support our cause.
What We Do

Education:

**STREAM LEADERS:**
Stream Leaders is a water quality monitoring program for students K-12. This partner program connects businesses and civic organizations with schools for funding and mentoring opportunities. Students learn about our water quality through hands-on experience in water quality monitoring, data analysis and citizen action.

**RIVERSAFE LAKESAFE:**
This public education campaign aims to raise awareness and recognize those who incorporate environmentally friendly practices that help to keep our freshwater resources clean and healthy. Individuals who pass our online survey will be deemed “RiverSafe LakeSafe” and receive a plaque that they can proudly display in their yard.

**STORMWATER EDUCATION:**
This program educates residents in our watershed about their role in protecting our local waterways. It was developed to assist communities that must comply with the Michigan stormwater discharge permits. Presentations and workshops on stormwater pollution, water-friendly landscaping, green infrastructure and much more are available upon request year round.

**RIVER DAY:**
This annual event takes place in early June. Individuals, businesses, community groups and local governments across the watershed join forces on River Day to celebrate the Clinton River and Lake St. Clair by organizing nature hikes, canoe and kayak trips, fishing derbies and more!
What We Do

Stewardship:

**ADOPT-A-STREAM:**
Adopt-A-Stream gives volunteers the opportunity, training and equipment to protect their local streams and lakes by monitoring water quality and undertaking stewardship projects.

The data collected provides insight into the health of the watershed and potential project ideas for river restoration and enhancement.

**CLINTON RIVER COLDWATER CONSERVATION PROGRAM (CRCCP):**
CRCCP seeks to generate public support for the Clinton River watershed as a valued recreational resource through efforts to improve water quality, aesthetics, and angler access to the Clinton River and its cold water tributaries.

**ROAD STREAM CROSSINGS:**
Part of CRCCP, this volunteer monitoring and data collection program focuses on areas where water and development meet. Road crossings and culverts can have adverse effects on our local water resources. Through monitoring we can gain knowledge of where issues are occurring and where they may occur in the future.

**KEEPING-IT-CLEAN:**
Keeping-It-Clean engages citizens of all ages in trash cleanups throughout the watershed and along the Lake St. Clair shoreline.

Weekly Clean takes place every Wednesday at a different location throughout the watershed.

Clinton Cleanup is a watershed wide event that takes place every September.
What We Do

Watershed Management:

**WATERTOWNS**: The WaterTowns initiative facilitates a community-based effort to develop a vision for the entire watershed from the headwaters of the Clinton River all the way to the Lake St. Clair coastline. WaterTowns works to highlight opportunities that maximize the potential of the Clinton River and Lake St. Clair to attract and retain residents and businesses by offering a unique quality of life and sense of place supported by local water resources.

**TECHNICAL EXPERTISE**: The CRWC implements a variety of restoration projects and ecological studies including road stream crossing inventories, stream bank stabilizations, biological inventories and habitat restoration and enhancement.

**LAND USE PRACTICES**: The CRWC works with individuals, businesses, community groups and local governments to implement land use practices that protect our water resources and enhance the economic vitality of our communities.

General Operating Support:

**BECOME A BUSINESS OR ORGANIZATION MEMBER**: Can’t decide which program or event to sponsor? Become a business or organization member (minimum donation of $100) and help support all of our programs and day-to-day operations.

As a member of the Clinton River Watershed Council, you will join an active community of hundreds of individuals, businesses, community groups, and local governments who come together to protect, enhance, and celebrate the Clinton River, its watershed, and Lake St. Clair.

Your contribution goes toward activities that improve the river and quality of life in your community, such as our Stream Leaders and Adopt-a-Stream programs and our annual River Day and Clinton Cleanup events. Private donations also help us provide one-on-one technical assistance and presentations to hundreds of individuals, groups, businesses, and local governments each year.

Members receive River News, our newsletter, to keep you up to date on our activities and other local and regional topics of interest. You’ll also receive invitations to our annual meeting and other major events.
Fundraisers

Annual Meeting • April 16, 2020

CRWC’s Annual Meeting gathers supporters, members and volunteers together for a dinner to highlight all the accomplishments from the previous year.

**TABLE SPONSOR • $500:**
Eight foot exhibit table at the event, logo on signage and promotional materials, and (8) event tickets.

**EXHIBITOR • $200:**
Eight foot exhibit table at the event, company name on signage and promotional materials and (1) event ticket.

Walk on the Wild Side • July 18, 2020

Walk on the Wild Side takes place at the Detroit Zoo in the morning and is a family friendly event. Each ticket gets guests into the zoo an hour before the general public to enjoy free parking, breakfast, giveaways and exclusive activities. This event continues to grow every year, with 2019 reaching just under 400 attendees.

**PLATINUM SPONSOR • $2,500:**
Your logo highly visible on the official event t-shirt and the reusable tote given to all participants and volunteers. Company recognition on the front page of the CRWC website, event banner and all media releases and event distribution materials. Includes (20) zoo admission tickets.

**GOLD SPONSOR • $1,000**
Your logo highly visible on event merchandise and the official event t-shirt worn by all participants and volunteers. Company recognition on CRWC website, event banner and all media releases and event distribution materials. Includes (10) zoo admission tickets.

**SILVER SPONSOR • $500**
Your name on the official event t-shirt worn by all participants and volunteers. Company recognition on CRWC website, event banner and all media releases and event distribution materials. Includes (8) zoo admission tickets.

**BRONZE SPONSOR • $250**
Your name on the official event t-shirt worn by all participants and volunteers. Company recognition on CRWC website, all media releases and event distribution materials. Includes (4) zoo admission tickets.
Crafts on the Clinton • September 10, 2020

Join us at Yates Cider Mill and enjoy the best craft beer and wine that Michigan has to offer and food from local restaurants and food trucks while listening to live music on the banks of the Clinton River.

Fundraisers

PLATINUM SPONSOR • $2,500:
Logo placement on CRWC website and event banners, recognition on all event publicity (press, social media, posters, etc), logo on event glass and recognition in CRWC quarterly newsletter, and 10 event tickets.

SILVER SPONSOR • $750:
Logo placement on CRWC website, recognition on all event publicity (press, social media, posters, etc), and 6 event tickets.

GOLD SPONSOR • $1,500:
Logo placement on CRWC website and event banners, recognition on all event publicity (press, social media, posters, etc), recognition in CRWC quarterly newsletter, and 8 event tickets.

BRONZE SPONSOR • $500:
Business name on all event materials and 4 event tickets.
Programs

Clinton River Coldwater Conservation Project

CRCCP partners with local fishing organizations such as Trout Unlimited to engage local watershed enthusiasts and anglers in innovative projects that improve fish habitat, water quality and protect our coldwater trout streams.

**GOLD SPONSOR • $1,000:**
Recognition on press releases, social media, flyers, CRWC newsletters and program website. Special recognition at Annual River Rally Event.

**SILVER SPONSOR • $500:**
Recognition on press releases, social media, flyers, CRWC newsletters and program website. Special recognition at Annual River Rally Event.

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. 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.

**GOLD SPONSOR • $500:**
Supports planning and execution of River Day promotion, and supplies distribution. Recognition on press releases, social media, flyers, CRWC newsletters and program website.

**SILVER SPONSOR • $250:**
Supports planning and execution of River Day promotion, and supplies distribution. Recognition on press releases, social media, flyers, CRWC newsletters and program website.
Programs

Stream Leaders

The Stream Leaders program is intended to provide students with an educational experience in water quality monitoring, data interpretation, and citizen action. Students learn skills that are useful and relevant outside of school, and are encouraged to become informed, responsible citizens and life-long learners. Your sponsorship provides supplies, equipment, helps to cover transportation costs and CRWC’s coordination of the program. To date roughly 3,000 students participate across 20 different schools.

GOLD SPONSOR • $3,000:
Provides transportation scholarships for 15 teachers and their students. Sponsors receive logo placement on CRWC website and event banners, recognition on all event publicity (press, social media, posters, etc), and recognition in CRWC quarterly newsletter.

SILVER SPONSOR • $1,500:
Provides a start up for a new teacher and students. Sponsors receive logo placement on CRWC website and event banners, recognition on all event publicity (press, social media, posters, etc), and recognition in CRWC quarterly newsletter.

BRONZE SPONSOR • $750:
Provides an existing teacher with new supplies and equipment. Sponsor receives business name on CRWC website and event banners, recognition on social media and event posters, and recognition in CRWC quarterly newsletter.
Premier Events Sponsor $5,000

As a Premier Sponsor your company will receive recognition at all CRWC events (Annual Zoo Walk, Crafts on the Clinton, Annual Meeting and River Day) including, name/logo on all 2020 event signage, t-shirts (when applicable), website, CRWC newsletter, and social media & press release recognition. Premier sponsors will also receive tickets to each event and a table (8 guests) at our Annual Meeting.

☐ Yes! We want to be a Premier Sponsor

I am interested in sponsoring the following event(s) and/or programs:

Walk on the Wild Side: 7/18/2020
☐ Platinum | $2,500
☐ Gold Sponsor | $1,000
☐ Silver Sponsor | $500
☐ Bronze Sponsor | $250

Crafts on the Clinton: 9/10/2020
☐ Platinum | $2,500
☐ Gold Sponsor | $1,500
☐ Silver Sponsor | $750
☐ Bronze Sponsor | $500

River Day
☐ Gold | $500
☐ Silver | $250

Annual Meeting: 4/16/2020
☐ Table Sponsor | $500
☐ Exhibitor | $200

Stream Leaders
☐ Gold | $3,000
☐ Silver | $1,500
☐ Bronze | $750

Clinton River Coldwater Conservation Project & Road-Stream Crossing
☐ Gold | $1,000
☐ Silver | $500

Business / Organization Member
☐ $____________________

$100 minimum

☐ Check enclosed   Charge my ☐ Visa ☐ MasterCard

Card number_________________________________________ Expiration__________________

Company/Individual name______________________________________________________________

Address_____________________________________________________________________________

City_________________________________________ State_______ Zip_____________________

Phone________________________________________ Email ___________________________________