

26TH ANNUAL

LAKE TRAVIS CLEANUP

OCTOBER 18 - 25, 2020

WWW.LAKETRAVISCLEANUP.ORG
512.498.1587

By sponsoring this cleanup, your company will be identified proudly and publicly by the Austin community as a philanthropic leader and having a serious commitment to protecting the Texas Colorado River.



COLORADO RIVER ALLIANCE



ABOUT

HISTORY OF THE CLEANUP

The Lake Travis Cleanup began in 1994 as an informal gathering of divers in the Lake Travis area who turned their recreational diving ventures into a small-scale cleanup effort. Due to the popularity of the program, the LCRA and the Colorado River Alliance became involved a few years later to help facilitate boat support and proper waste disposal. The event is now managed by a partnership among the Colorado River Alliance and Travis County. Local dive volunteers, shoreline volunteers, and party volunteers gather to collect an average of 5 tons of trash from the bottom of Lake Travis and 11 Travis County Parks around the lake, while also helping to raise public awareness of the importance of Lake Travis and the Colorado River watershed.

CHANGES THIS YEAR

This year, our Annual Lake Travis Cleanup will look a little different from usual! The Lake Travis Cleanup will be proceeding in a hybrid format, with both online and in-person cleanup opportunities available. With our transition to online formats, the Lake Travis Cleanup will now have even greater reach and impact for Lake Travis and the surrounding areas! Additionally, we will be able to use the online format to our benefit, by providing more educational materials for volunteers, as well as finding new opportunities to engage through social media. Your sponsorship of the 2020 Lake Travis Cleanup will support our efforts to protect the waters of Lake Travis, as well as the areas of Central Texas that depend upon it.

THE ALLIANCE

At Colorado River Alliance, we believe that a healthy, flowing river is imperative to the well-being of our communities and our state. Our mission is to champion the long-term vitality of the Texas Colorado River through education and engagement. We dedicate resources, time, and energy to educating Texans about how the Texas Colorado River supports us and how, in turn, we can ensure the longevity of its health. Since 1994, the Alliance has been connecting kids to the river, teaching them about natural resources, and helping to nurture a generation of water stewards and ambassadors.

THE IMPORTANCE

Because of its importance to our state's economy, our environment, our industry, our agriculture, and especially our lives as Texans, the Texas Colorado River is truly the lifeblood of our state. It is also the lifeblood of Austin's \$150B economy, which provides recreational and social environment envied throughout the nation. Although the river is stable now, history has shown us time and time again that it isn't permanent. Droughts and floods are unpredictable and we must prepare for such disasters to prevent devastation. As we watch the effects of the recent pandemic on our mental health due to isolation, it becomes overwhelmingly apparent just how important our natural water resources are to our well-being and everyday lives as humans. In order to maintain this precious resource for future generations to use and enjoy, we must educate today's youth on its importance and take action by keeping it clean and flowing.

SPONSORSHIPS

By sponsoring this cleanup, your company will be identified proudly and publicly by the Austin community as a philanthropic leader and having a serious commitment to protecting the Texas Colorado River.

Presenting Sponsor - \$6,000

"Presented by" recognition on all materials including, event t-shirts, website, newsletter, and marketing emails
Dedicated spotlight feature in a monthly e-newsletter • Dedicated social media thank you featuring your company logo
Special recognition at beginning and end of Virtual After Party • Link to company website on event webpage
Three (3) commemorative t-shirts

T-Shirt Sponsor - \$5,000

Special recognition at top of ~1,000 event t-shirts • Prominent logo placement on all materials including, website, newsletter, and marketing emails • Dedicated social media thank you featuring your company logo
Special recognition during Virtual After Party • Link to company website on event webpage
Three (3) commemorative t-shirts

Virtual After Party Sponsor - \$2,500 (SOLD!)

Logo at bottom of screen throughout entire Virtual After Party • Special recognition during Virtual After Party
Logo on all marketing for After Party • Logo placement on all materials including, event t-shirts, website, newsletter, and marketing emails • Dedicated social media thank you featuring your company logo
Link to company website on event webpage • Three (3) commemorative t-shirts

Digital Registration Sponsor - \$3,000

Logo on all digital registration forms and registration website • Logo placement on all materials including, event t-shirts, website, newsletter, and marketing emails • Dedicated social media thank you featuring your company logo
Special recognition during Virtual After Party • Link to company website on event webpage
Three (3) commemorative t-shirts

"Most Unusual Object" Sponsor (Shoreline) - \$1,000

Recognition during announcement of "Most Unusual Objects" of Virtual After Party • Logo placement on all materials including, event t-shirts, website, newsletter, and marketing emails • Social media thank you featuring your company logo (with Diver) • Link to company website on event webpage • One (1) commemorative t-shirt

"Most Unusual Object" Sponsor (Diver) - \$1,000 (SOLD!)

Recognition during "Most Unusual Objects" announcement at Virtual After Party • Logo placement on all materials including, event t-shirts, website, newsletter, and marketing emails • Social media thank you featuring your company logo (with Shoreline) • Link to company website on event webpage • One (1) commemorative t-shirt

River Rat Sponsor - \$500

LOGO on all materials including, event t-shirts, website, newsletter, and marketing emails • General social media thank you including your company listing • One (1) commemorative t-shirt

River Friend Sponsor - \$250

NAME LISTING on all materials including, event t-shirts, website, newsletter, and marketing emails
General social media thank you including your company listing • One (1) commemorative t-shirt

**See deadlines for printed materials on attached commitment form.*



Sponsorship Commitment Form

2020 Lake Travis Cleanup

October 18 - 25, 2020

Company Information

Donor Name: *(To be listed in printed materials)* _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Website: _____

Sponsorship Levels

- \$6,000 – Presenting Sponsor
- \$5,000 – T-Shirt Sponsor
- \$2,500 – Virtual After Party Sponsor
- \$3,000 – Digital Registration Sponsor
- \$1,000 – “Most Unusual Object” Sponsor – Shoreline
- \$1,000 – “Most Unusual Object” Sponsor – Diver
- \$500 – River Rat Sponsor
- \$250 – River Friend Sponsor

Payment Information

Payment Options

- Send an invoice
- I will pay online at coloradoriver.org
- Check # _____ enclosed payable to Colorado River Alliance.
- Charge my credit card on this date _____ (Check one) Visa MC AMEX

Name on Card: _____

Card # _____ CVV: _____ Exp. _____

Signature: _____ Date: _____

Thank you for support!

Deadlines: **Friday, October 9, 2020** *(To be included in program and signage)*

Mailing Address: Colorado River Alliance, Attn: 2020 LTC, P.O. Box 50029, Austin, Texas 78763

Contact: Keri Kelley Pearson, Director of Development

Office Phone: (512) 498-1587, **Email:** keri@coloradoriver.org

Colorado River Alliance is a nonprofit 501(c)(3) organization and your payment is tax-deductible to the maximum extent allowed by the law. You will receive a tax donation letter in the mail. Please keep a copy of this form for your records. **Tax ID: 74-2631397**