

LAKE TRAVIS CLEANUP

Sunday, April 24, 2022

HISTORY OF THE CLEANUP

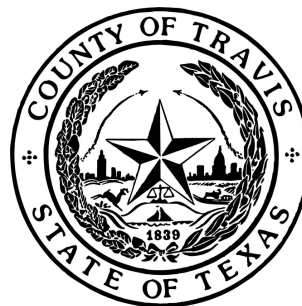
The Lake Travis Cleanup began in 1994 as an informal gathering of divers in the Lake Travis area who turned their recreational diving ventures into a small-scale cleanup effort. Due to the popularity of the program, the LCRA and Colorado River Alliance became involved a few years later to help facilitate boat support and proper waste disposal. The event is now managed by a partnership among the Colorado River Alliance, a nonprofit organization, 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.

COLORADO RIVER ALLIANCE

CRA is a nonprofit organization with the mission is to champion the long-term vitality of the Texas Colorado River through education and engagement. At Colorado River Alliance, we believe that a healthy, flowing river is imperative to the well-being of our communities and our state. 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

Flowing through the heart of our amazing city and Hill Country, the Texas Colorado River is truly our state's lifeblood. Now more than ever, families are looking to spend quality time outdoors and connect with our river through area parks, trails, water recreation, fishing and more... Its natural beauty and recreation opportunities have helped make Austin and its neighboring communities the fastest growing areas in America. To maintain this precious resource for future generations, we must inspire and empower today's youth and our communities to take action by keeping it healthy, clean, and flowing.



SPONSORSHIPS

By sponsoring the Lake Travis Community-Wide 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. The Digital Program & Swag Bag will go out to all cleanup volunteers!

PRESENTING SPONSOR - \$5,000 (1 available!)

- *Early access to volunteer registration and priority selection of cleanup sites for up to 30 volunteers!*
- Full page advertisement in digital program with hyperlink - Dimensions (square): 1200x1200px
- Exclusive, "Presented by" recognition with premiere placement on digital program, website, newsletter, and marketing emails
- Dedicated spotlight feature in a CRA e-newsletter
- Dedicated "Thank You" social media post featuring your company logo
- Top-tier logo placement with hotlink on event website and "Digital Program"
- Logo in all post-event thank you emails social media posts

RIVER AMBASSADOR (VOLUNTEER AWARD SPONSOR) - \$3,000 (3 available!)

- *Early access to volunteer registration and priority selection of cleanup sites for up to 20 volunteers!*
- Logo recognition in digital program with announcement of winner.
- Half page advertisement in digital program with hyperlink - Dimensions (portrait rectangle): 600x1200px
- Logo placement on social media post announcing volunteer award winners
- Prominent logo placement with hotlink on event website and "Digital Program"
- Opportunity to donate special prize for Volunteer Award winners
- Logo in all post-event thank you emails social media posts

RIVER ALLY - \$1,500

- *Early access to volunteer registration and priority selection of cleanup sites for up to 10 volunteers!*
- Quarter page advertisement in digital program with hyperlink - Dimensions (square): 600x600px
- Listing with hotlink on event website and "Digital Program"
- General social media sponsor thank you post

RIVER STEWARD - \$500

- *Early access to volunteer registration and priority selection of cleanup sites for up to 5 volunteers!*
- 1/8 page advertisement in digital program with hyperlink - Dimensions (landscape rectangle): 600x300px
- Listing on general social media sponsor thank you post
- Five (5) commemorative swag items for employees

RIVER FRIEND - \$250

- *Early access to volunteer registration and priority selection of cleanup sites for up to 2 volunteers!*
- Listing recognition in digital program with hyperlink
- Listing on general social media sponsor thank you post
- Two (2) commemorative swag items for employees

IN-KIND DONATION TO VIRTUAL SWAG BAG!

Include a digital coupon or discount code for a product or service in the "Virtual Volunteer Swag Bag," which will be sent to all volunteers (~500 count). This is a wonderful way to promote your store or company to local consumers.

SPONSORSHIP COMMITMENT FORM

Annual Lake Travis Cleanup

Sunday, April 24, 2022



COMPANY INFORMATION

Donor Name: (To be listed) _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Website: _____

SPONSORSHIP LEVELS

- ☐ \$5,000 – Presenting Sponsor
- ☐ \$3,000 – Most Unusual Object Shoreline
- ☐ \$3,000 – Most Unusual Object Diver
- ☐ \$1,500 – River Ally
- ☐ \$500 – River Steward
- ☐ \$250 – River Friend

DONATIONS

I cannot attend the cleanup but would like to support CRA's mission with a 100% tax deductible donation.

☐ \$100 ☐ \$50 ☐ Other amount: \$ _____

IN-KIND DONATION

Donated Item: (qty 500) _____

Check one: ☐ Digital Coupon ☐ Discount Code Fair Market Value: \$ _____

Full Description & Restrictions: _____

PAYMENT INFORMATION

Payment Options

- ☐ Send an invoice ☐ I will pay online at coloradoriver.org
 - ☐ Check # _____ enclosed payable to Colorado River Alliance. (avoid CRA paying extra fees)
 - ☐ 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: Tuesday, March 1 – Early access volunteer registration
Friday, April 8 – Final sponsor deadline

Mailing Address: Colorado River Alliance, Attn: 2022 LTC, PO Box 50029, Austin, Texas 78763

Contact: Keri Kelley Pearson, Director of Development

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

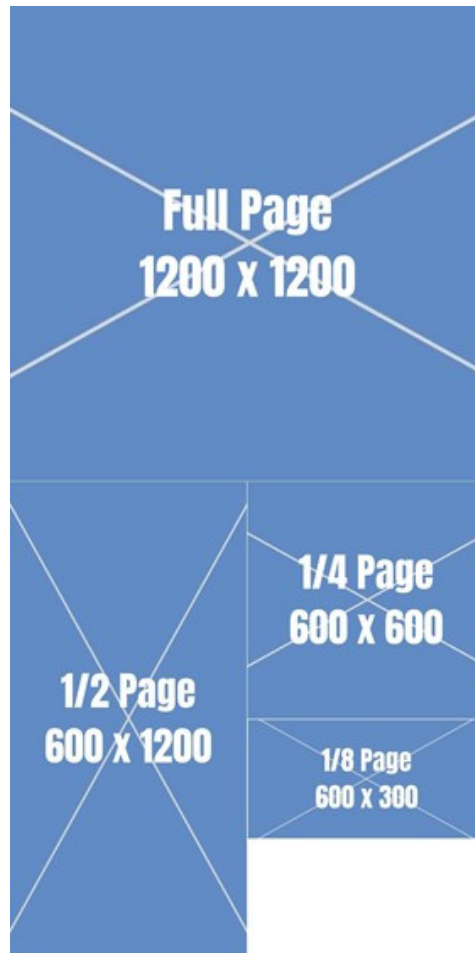
Colorado River Alliance is a nonprofit 501(c)(3) organization, and your payment is tax-deductible to the maximum extent allowed by the law. You will receive a tax donation letter in the mail.



DIGITAL AD DIMENSIONS

Presenting Sponsor
(1 available)

Most Unusual
Object Sponsor
(2 available)



River Ally Sponsor
(12 available)

River Steward Sponsor
(12 available)