

29th ANNUAL LAKE TRAVIS CLEANUP

Sunday, September 17, 2023



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 five tons of trash from the bottom of Lake Travis and 11 Travis County Parks around the lake, while also raising public awareness of the importance of Lake Travis and the Colorado River watershed.

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.

COLORADO RIVER ALLIANCE

CRA is a nonprofit organization with the mission 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.

SPONSORSHIPS

By sponsoring the Lake Travis Cleanup, your company will be identified proudly and publicly by your community as a philanthropic leader with a serious commitment to protecting the Texas Colorado River.

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

- **Early access volunteer registration and priority selection of cleanup sites for up to 20 volunteers!**
- **Full-page advertisement in digital program with hyperlink**
- Exclusive, “Presented by” recognition in media press release
- Exclusive, “Presented by” recognition with premiere logo placement on 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 hyperlink on event website and program
- Logo in all post-event thank-you emails and social media posts

RIVER AMBASSADOR – \$3,000

- **Early access volunteer registration and priority selection of cleanup sites for up to 10 volunteers!**
- **Half-page advertisement in digital program with hyperlink**
- Prominent logo placement with hyperlink on event website and program
- Special "Thank You" social media post featuring your company logo
- Logo in all post-event thank-you emails and social media posts

RIVER STEWARD – \$1,500

- **Early access volunteer registration and priority selection of cleanup sites for up to 5 volunteers!**
- **Quarter-page advertisement in digital program with hyperlink**
- Listing with hyperlink on event website and program
- Special "Thank You" social media post featuring your company logo

RIVER ALLY – \$500

- **1/8 page advertisement in digital program with hyperlink**
- Listing on event website and program
- Listing on general social media sponsor thank-you post

RIVER FRIEND – \$250

- Listing on event website and program
- Listing on general social media sponsor thank-you post

UNDERWRITING

Underwriting sponsorships help cover the costs associated with planning the Lake Travis Cleanup, allowing more funds to be used to educate today's youth to become tomorrow's leaders, ensuring a legacy of a healthy river, sustainable use of water resources, and communities dedicated to protection and conservation.

VOLUNTEER AWARD SPONSOR – \$3,000 (3 available!)

Awards include "Most Unusual Items," "Largest Items," and "Dirtiest Volunteer"!

- **Early access volunteer registration and priority selection of cleanup sites for up to 10 volunteers!**
- **Half-page advertisement in digital program with hyperlink**
- River Ambassador level sponsorship recognition
- Opportunity to donate special prize for Volunteer Award winners
- Special social media post and email featuring your company logo to announce winners
- Prominent logo placement with hotlink on event website and program
- Special "Thank You" social media post featuring your company logo
- Logo in all post-event thank-you emails and social media posts

DIGITAL PROGRAM SPONSOR – \$1,500

Underwrite the production of our digital program!

- **Early access volunteer registration and priority selection of cleanup sites for up to 5 volunteers!**
- **Quarter-page advertisement in digital program with hyperlink**
- River Steward level sponsorship recognition
- Listing with hyperlink on event website and program
- Special "Thank You" social media post featuring your company logo

REGISTRATION SPONSOR – \$1,500

Underwrite our volunteer registration website!

- **Early access volunteer registration and priority selection of cleanup sites for up to 5 volunteers!**
- **Quarter-page advertisement in digital program with hyperlink**
- River Steward level sponsorship recognition
- Listing with hyperlink on event website and program
- Special "Thank You" social media post featuring your company logo

CLEANUP SUPPLIES SPONSOR – \$500 (5 available)

Underwrite cleanup supplies for our volunteer sites!

- **1/8 page advertisement in digital program with hyperlink**
- River Ally level sponsorship recognition
- Thank-you in every site leader supplies box
- Listing on event website and program
- Listing on general social media sponsor thank-you post

SPONSORSHIP COMMITMENT FORM

29th Annual Lake Travis Cleanup

Sunday, September 17, 2023



COLORADO RIVER ALLIANCE

COMPANY INFORMATION

Sponsor Listing Name: *(for event marketing)* _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Website: _____

| | |
|---|--|
| SPONSORSHIPS <input type="checkbox"/> \$5,000 Presenting Sponsor <input type="checkbox"/> \$3,000 River Ambassador <input type="checkbox"/> \$1,500 River Steward <input type="checkbox"/> \$500 River Ally <input type="checkbox"/> \$250 River Friend | UNDERWRITING <input type="checkbox"/> \$3,000 Volunteer Award Sponsor <input type="checkbox"/> \$1,500 Digital Program Sponsor <input type="checkbox"/> \$1,500 Registration Sponsor <input type="checkbox"/> \$500 Clean-up Supplies Sponsor |
| DIGITAL SWAG BAG - COUPONS & DISCOUNTS | |
| Donated Item: _____ | |
| Check one: <input type="checkbox"/> Digital Coupon <input type="checkbox"/> Discount Code | Fair Market Value: \$ _____ |
| Full Description & Restrictions: _____ | |
| VOLUNTEER AWARD DONATION | |
| Donated Item: _____ | |
| Check one: <input type="checkbox"/> Gift certificate <input type="checkbox"/> Physical donation | Fair Market Value: \$ _____ |
| Full Description & Restrictions: _____ | |
| Donation to be: <input type="checkbox"/> E-mailed <input type="checkbox"/> Mailed (email or mail preferred) <input type="checkbox"/> Delivered <input type="checkbox"/> Picked Up | |
| DONATIONS | |
| <i>I cannot attend the cleanup but would like to support CRA's mission with a 100% tax deductible donation.</i> | |
| <input type="checkbox"/> \$100 <input type="checkbox"/> \$50 <input type="checkbox"/> Other amount: \$ _____ | |

PAYMENT INFORMATION

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 YOUR SUPPORT! Colorado River Alliance is a nonprofit 501(c)(3) organization, and your payment is tax-deductible to the maximum extent allowed.

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

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