

# 30<sup>th</sup> ANNUAL LAKE TRAVIS CLEANUP

## Sunday, September 15, 2024



### 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 between Colorado River Alliance, a nonprofit organization, and Travis County. Local dive volunteers, shoreline volunteers gather to collect an average of five tons of trash from the bottom of Lake Travis and Travis County Parks around the lake, while also raising public awareness of the importance of Lake Travis and the Texas Colorado River watershed.

### The Importance

Flowing through the heart of our capital city and the scenic 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 both our communities and our state. From quarterly cleanups to year round field trips, 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, Colorado River Alliance has been connecting students and communities to the river by crafting meaningful, memorable hands-on experiences in order to foster a greater appreciation of this valuable resource for generations to come.



# 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.*

## PREMIERE SPONSOR-\$10,000 (CLAIMED)

- **Early access volunteer registration and priority selection of cleanup sites for up to 20 volunteers!**
- **Full-page advertisement in digital program with hyperlink.**
- Exclusive recognition in media press release.
- Exclusive recognition with premiere logo placement on program, website, newsletter, event t-shirts, 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.

## ADOPT-A-SITE SPONSOR – \$5,000 (10 available)

- **Early access volunteer registration and priority selection of cleanup sites for up to 15 volunteers!**
- **Half-page advertisement in digital program with hyperlink.**
- Dedicated volunteer site with Adopt-A-Site recognition.
- 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 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.

# IN-KIND DONATION

## **COUPONS & DISCOUNTS FOR DIGITAL PROGRAM**

All in-kind donors will receive recognition on the event website, social media, and email communications.

To show our Lake Travis Cleanup volunteers appreciation for their hard work, each will receive a "Digital Program" including coupons and discounts to local restaurants, breweries, retail stores, services, and more!

The Digital Program is a wonderful way to drive business to your location and show your commitment to protecting the Texas Colorado River and Lake Travis.

## SPONSORSHIP COMMITMENT FORM

30<sup>th</sup> Annual Lake Travis Cleanup

Sunday, September 15, 2024

Deadline August 9<sup>th</sup>, 2024



### COMPANY INFORMATION

Sponsor Listing Name: *(for event marketing)* \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

#### SPONSORSHIPS

- ☒ ~~\$10,000~~ — Premiere Sponsor **SOLD!**
- ☐ \$5,000 Adopt-a-Site Sponsor
- ☐ \$3,000 River Ambassador
- ☐ \$1,500 River Steward
- ☐ \$500 River Ally
- ☐ \$250 River Friend

#### UNDERWRITING

- ☐ \$3,000 Volunteer Award Sponsor
- ☐ \$1,500 Digital Program Sponsor
- ☐ \$1,500 Registration Sponsor

#### DIGITAL PROGRAM - COUPONS & DISCOUNTS

Donated Item: \_\_\_\_\_

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

Full Description & Restrictions: \_\_\_\_\_

#### VOLUNTEER AWARD DONATION

Donated Item: \_\_\_\_\_

Check one: ☐ Gift certificate ☐ Physical donation Fair Market Value: \$ \_\_\_\_\_

Full Description & Restrictions: \_\_\_\_\_

Donation to be: ☐ E-mailed ☐ Mailed (email or mail preferred) ☐ Delivered ☐ Picked Up

#### DONATIONS

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

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

### PAYMENT INFORMATION

- ☐ Send an invoice ☐ I will pay online at [coloradoriver.org](http://coloradoriver.org)
- ☐ Check # \_\_\_\_\_ enclosed payable to Colorado River Alliance. ***(avoid CRA paying extra fees)***

**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

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