



31st Annual Lake Travis Cleanup

September 21 | 9-11am

About Lake Travis Cleanup

Since 1994, the Lake Travis Cleanup has grown from a grassroots diving effort into Texas' largest underwater and shoreline cleanup. Now in its 31st year, this large-scale, community-led cleanup mobilizes hundreds of volunteers to remove an average of five tons of trash annually from Lake Travis and 11 Travis County Parks.

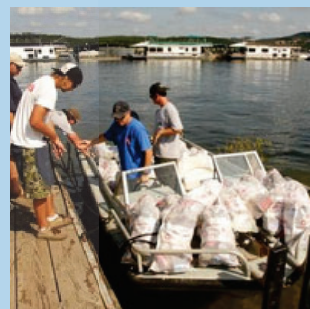
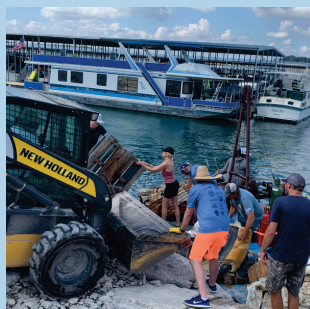
The Lake Travis Cleanup also raises awareness about the health of the Texas Colorado River, a vital lifeline flowing through the heart of Austin and the Hill Country. The Colorado River fuels ecosystems, recreation, agriculture, and communities across nearly 900 miles of Texas.

Why It Matters

Today, Texans are more eager than ever to connect with nature and protect the places that bring them joy. The Lake Travis Cleanup invites people of all ages to be part of that mission—through hands-on conservation, environmental education, and community action. Preserving this natural treasure for future generations requires bold action and strong partnerships.

Why Partner with Colorado River Alliance

A healthy, flowing river is imperative to the well-being of the communities through which it flows. With a commitment to innovation and collaboration, Colorado River Alliance is a 501(c)3 nonprofit that provides educational and engagement activities that empower Texans with knowledge and tools to protect the Texas Colorado River and ensure its long-term vitality. The Alliance's programs reach 15,000 community members and children annually.



31st Annual Lake Travis Cleanup 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

- **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, event t-shirts, and marketing emails
- After-party hosted at designated volunteer site
- 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

- **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



SPONSORSHIP COMMITMENT FORM

31st Annual Lake Travis Cleanup

Sunday, September 21, 2025

Deadline: August 19th



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"/> \$10,000 | Premiere Sponsor | <input type="checkbox"/> \$1,500 | River Steward |
| <input type="checkbox"/> \$5,000 | Adopt-a-Site Sponsor | <input type="checkbox"/> \$500 | River Ally |
| <input type="checkbox"/> \$3,000 | River Ambassador | <input type="checkbox"/> \$250 | River Friend |

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
- ☐ 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

Office Phone: (325) 260-7345 **Email:** events@coloradoriver.org