







## About 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 Colorado River Alliance 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

*The Texas Colorado River is the lifeblood of Central Texas, providing recreation, natural beauty, and a strong connection to the outdoors for millions of residents and visitors. As our region continues to grow, protecting this vital resource depends on inspiring and empowering youth and communities to keep the river healthy, clean, and flowing for future generations.*



## About Colorado River Alliance

*Colorado River Alliance (CRA) is a nonprofit dedicated to championing the long-term vitality of the Texas Colorado River through education and engagement. Since 1994, CRA has connected students and communities to the river, fostering understanding of its importance and inspiring the next generation of water stewards to help ensure its health for years to come.*

*Learn more at [coloradoriver.org](http://coloradoriver.org).*



COLORADO RIVER ALLIANCE

# Sponsorship Packages

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.



|                                                                                                     | \$10,000            | \$5,000              | \$3,000             | \$1,500            | \$500      | \$250        |
|-----------------------------------------------------------------------------------------------------|---------------------|----------------------|---------------------|--------------------|------------|--------------|
| Benefits Include                                                                                    | Presenting Sponsor  | Adopt-A-Site Sponsor | River Ambassador    | River Steward      | River Ally | River Friend |
| Exclusive “Presented by” recognition in media press release                                         | ✓                   | X                    | X                   | X                  | X          | X            |
| Primere logo placement on digital program, website, newsletter, and volunteer digital announcements | ✓                   | X                    | X                   | X                  | X          | X            |
| Prominent logo placement on volunteer digital announcements                                         | ✓                   | ✓                    | X                   | X                  | X          | X            |
| Dedicated volunteer site with Adopt-A-site recognition                                              | ✓                   | ✓                    | ✓                   | X                  | X          | X            |
| Early access volunteer registration and priority cleanup site selection                             | Up to 20 volunteers | Up to 15 volunteers  | Up to 10 volunteers | Up to 5 volunteers | X          | X            |
| Advertisement in digital program with hyperlink                                                     | Full page           | ½ page               | ½ page              | ¼ page             | Listing    | Listing      |
| Listing on event website and program                                                                | Logo                | Logo                 | Logo                | Listing            | Listing    | Listing      |
| Inclusion in the general social media sponsor thank you post                                        | ✓                   | ✓                    | ✓                   | ✓                  | ✓          | ✓            |



COLORADO RIVER ALLIANCE