



CRWC

CLINTON RIVER WATERSHED COUNCIL

SPONSORSHIP GUIDE

2021 SPONSORSHIP OPPORTUNITIES



Help support our 50th Anniversary by sponsoring one of our programs!



CRWC
50

**PROTECTING
 CLEAN WATER
 FOR FIFTY YEARS**

PROTECT | ENHANCE | CELEBRATE | PROTECT | ENHANCE | CELEBRATE | PROTECT | ENHANCE

ABOUT THE CRWC

OUR MISSION:

The mission of the Clinton River Watershed Council (CRWC) is to protect, enhance, and celebrate the Clinton River, its watershed, and Lake St. Clair.

OUR VISION:

Individual and community actions protect and improve the health of the Clinton River, assuring that its natural, economic and recreational values enhance the quality of life for those who live, work, and play in the Clinton River watershed and Lake St. Clair.

WHY SUPPORT US?

For 50 years the Clinton River Watershed Council has provided opportunities for citizens, schools, governments, businesses and other community groups to get involved and active in ensuring a healthy Clinton River for us all through education, stewardship, and watershed management.

As a sponsor, your contribution will be used to support the important programs that CRWC provides to individuals, organizations, and businesses within our watershed, making a difference in your community today and for future generations.



A SPONSORSHIP WITH CRWC WILL HELP YOU:

BUILD: Brand visibility and support with the CRWC staff, members, volunteers and supporters.

SEND: A positive message to your employees and clients.

CONNECT: With current and future CRWC staff, members, partners, volunteers and supporters.

MAKE: A statement on the importance of our environment and your commitment to the future of our fresh water.

CREATE: Exposure among a diverse network of people that support our cause.

WHAT WE DO

EDUCATION

STREAM LEADERS: Stream Leaders is a water quality monitoring program for students K-12. This partner program connects businesses and civic organizations with schools for funding and mentoring opportunities. Students learn about our water quality through hands-on experience in water quality monitoring, data analysis and citizen action.

RIVERSAFE LAKESAFE: This public education campaign aims to raise awareness and recognize those who incorporate environmentally friendly practices that help to keep our freshwater resources clean and healthy. Individuals who pass our online survey will be deemed “RiverSafe LakeSafe” and receive a plaque that they can proudly display in their yard.

STORMWATER EDUCATION: This program educates residents in our watershed about their role in protecting our local waterways. It was developed to assist communities that must comply with the Michigan stormwater discharge permits. Presentations and workshops on stormwater pollution, water-friendly landscaping, green infrastructure and much more are available upon request year round.

RIVER DAY: This annual event takes place in early June. Individuals, businesses, community groups and local governments across the watershed join forces on River Day to celebrate the Clinton River and Lake St. Clair by organizing nature hikes, canoe and kayak trips, fishing derbies and more!



STEWARDSHIP

ADOPT-A-STREAM:

Adopt-A-Stream gives volunteers the opportunity, training and equipment to protect their local streams and lakes by monitoring water quality and undertaking stewardship projects. The data collected provides insight into the health of the watershed and potential project ideas for river restoration and enhancement.

CLINTON RIVER COLDWATER CONSERVATION PROGRAM (CRCCP):

CRCCP seeks to generate public support for the Clinton River watershed as a valued recreational resource through efforts to improve water quality, aesthetics, and angler access to the Clinton River and its cold water tributaries.

ROAD STREAM CROSSINGS: Part of CRCCP, this volunteer monitoring and data collection program focuses on areas where water and development meet. Road crossings and culverts can have adverse effects on our local water resources. Through monitoring we can gain knowledge of where issues are occurring and where they may occur in the future.

KEEPING-IT-CLEAN: Keeping-It-Clean engages citizens of all ages in trash cleanups throughout the watershed and along the Lake St. Clair shoreline. **Weekly Clean** takes place every Wednesday at a different location throughout the watershed. **Clinton Cleanup** is a watershed wide event that takes place every September.

50th Anniversary

This year we are celebrating the Clinton River Watershed Council's 50th Anniversary. Throughout the year, CRWC will host a multitude of different events (both virtually and socially distanced). Now is a great time to show your support for clean water and protecting the Clinton River Watershed through one (or more) of these sponsorship opportunities.

SPONSOR ADOPT-A-STREAM

Help support water quality! Adopt-A-Stream gives volunteers the opportunity to take a hands on approach in protecting water quality.

SOLE SPONSORSHIP • \$2,500:

Be the Sole sponsor* for this program! Only your companies logo (apart from the CRWC) will be featured on all branding and promotional merchandise. Your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to Adopt-A-Stream.

GOLD SPONSORSHIP • \$1,500:

Your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to Adopt-A-Stream.

SILVER SPONSORSHIP • \$750:

Your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to Adopt-A-Stream.

**Sole sponsorships are available on a first come, first serve basis. To secure your position as sole sponsor for an event or workshop, please contact CRWC immediately so that we can honor the organization's whose request we receive first. If multiple requests are received, priority will be given based on date we receive official confirmation.*



SPONSOR A TRASH RUN

Every summer CRWC hosts 4 trash run events (June, July, August & September) in partnership with Clinton River Canoe & Kayak. This year, CRWC is offering a sponsorship opportunities to organizations who wish to support keeping the Clinton River and Lake St. Clair clean of debris and waste.

GOLD SPONSORSHIP • \$1,500:

ONLY your logo (and CRWC) on dry bags given to volunteers throughout the year and at trash runs, your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to trash runs.

SILVER SPONSORSHIP • \$750:

Your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to Trash Runs.

BRONZE SPONSORSHIP • \$500:

Your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to Trash Runs.

50th Anniversary

SPONSOR OUR CLEANUP EFFORTS

The CRWC hosts a multitude of cleanups throughout the watershed, throughout the year. This year, in addition to our regular cleanup efforts and to help celebrate our 50th anniversary, we plan to hosts two larger cleanups. Options for paddling during the cleanup as well as on land cleanups will be available.

GOLD SPONSORSHIP • \$1,000:

Your logo large and highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the two cleanups.

SILVER SPONSORSHIP • \$500:

Your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the two cleanups.

BRONZE SPONSORSHIP • \$250:

Your logo highly visible on volunteer t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the two cleanups.

SPONSOR OUR PADDLING ADVENTURES

To help celebrate our 50th anniversary, we plan to host two recreational paddling events. These events will help foster a deeper connection to the natural beauty of the Clinton River, and will highlight the positive work being done on the river, such as making the river more accessible through Universally Accessible kayak launches.

GOLD SPONSORSHIP • \$1,500:

Your logo large and highly visible on participant t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the paddling adventures.

SILVER SPONSORSHIP • \$750:

Your logo highly visible on participant t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the paddling adventures.

BRONZE SPONSORSHIP • \$500:

Your logo highly visible on participant t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the paddling adventures.

SPONSOR THE CLINTON RIVER QUEST

CRWC's Clinton River Quest program engages people in the watershed using education, involvement and stewardship. This includes teaching Clinton River watershed facts, visiting restoration and green infrastructure sites and other fun activities the whole family can enjoy!

GOLD SPONSORSHIP • \$1,500:

Your logo large and highly visible on participant t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the Clinton River Quest.

SILVER SPONSORSHIP • \$750:

Your logo highly visible on participant t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the Clinton River Quest.

BRONZE SPONSORSHIP • \$500:

Your logo highly visible on participant t-shirts, and other merchandise. Your company logo on CRWC website, printed newsletters and social media posts related to the Clinton River Quest.

PROGRAMS

CLINTON RIVER COLDWATER CONSERVATION PROGRAM

CRCCP partners with local fishing organizations such as Trout Unlimited to engage local watershed enthusiasts and anglers in innovative projects that improve fish habitat, water quality and protect our coldwater trout streams.

GOLD SPONSOR • \$1,000:

Recognition on press releases, social media, flyers, CRWC newsletters and program website. Special recognition at Annual River Rally Event.

SILVER SPONSOR • \$500:

Recognition on press releases, social media, flyers, CRWC newsletters and program website. Special recognition at Annual River Rally Event.

RIVER DAY

River Day (June 12, 2021) is designed to encourage appreciation and recreational use of the waterways of the Clinton River and Lake St. Clair, and to celebrate the leadership of local citizens, organizations, and communities whose efforts are critical to protecting and enhancing the overall quality of the Clinton River watershed. Individuals, businesses, community groups, and local governments across the watershed will join forces on River Day to enhance and celebrate the Clinton River and Lake St. Clair. Activities range from nature hikes, canoe trips, fishing derbies, and fly fishing lessons to storm drain stenciling, river clean-ups, habitat restoration, and native landscaping.

GOLD SPONSOR • \$500:

Supports planning and execution of River Day promotion, and supplies distribution. Recognition on press releases, social media, flyers, CRWC newsletters and program website.

SILVER SPONSOR • \$250:

Supports planning and execution of River Day promotion, and supplies distribution. Recognition on press releases, social media, flyers, CRWC newsletters and program website.

STREAM LEADERS

The Stream Leaders program is intended to provide students with an educational experience in water quality monitoring, data interpretation, and citizen action. Students learn skills that are useful and relevant outside of school, and are encouraged to become informed, responsible citizens and life-long learners. Your sponsorship provides supplies, equipment, helps to cover transportation costs and CRWC's coordination of the program. To date roughly 3,000 students participate across 20 different schools.

GOLD SPONSOR • \$3,000:

Provides transportation scholarships for 15 teachers and their students. Sponsors receive logo placement on CRWC website and event banners, recognition on all event publicity (press, social media, posters, etc), and recognition in CRWC quarterly newsletter.

BRONZE SPONSOR • \$750:

Provides an existing teacher with new supplies and equipment. Sponsor receives business name on CRWC website and event banners, recognition on social media and event posters, and recognition in CRWC quarterly newsletter.

SILVER SPONSOR • \$1,500:

Provides a start up for a new teacher and students. Sponsors receive logo placement on CRWC website and event banners, recognition on all event publicity (press, social media, posters, etc), and recognition in CRWC quarterly newsletter.

WHAT WE DO

WATERSHED MANAGEMENT

WATERTOWNS®:

The WaterTowns® initiative facilitates a community-based effort to develop a vision for the entire watershed from the headwaters of the Clinton River all the way to the Lake St. Clair coastline. WaterTowns® works to highlight opportunities that maximize the potential of the Clinton River and Lake St. Clair to attract and retain residents and businesses by offering a unique quality of life and sense of place supported by local water resources.

TECHNICAL EXPERTISE:

The CRWC implements a variety of restoration projects and ecological studies including road stream crossing inventories, stream bank stabilizations, biological inventories and habitat restoration and enhancement.



LAND USE PRACTICES:

The CRWC works with individuals, businesses, community groups and local governments to implement land use practices that protect our water resources and enhance the economic vitality of our communities.

GENERAL OPERATING SUPPORT

BECOME A BUSINESS OR ORGANIZATION MEMBER:

Can't decide which program or event to sponsor? Become a business or organization member (minimum donation of \$100) and help support all of our programs and day-to-day operations.

As a member of the Clinton River Watershed Council, you will join an active community of hundreds of individuals, businesses, community groups, and local governments who come together to protect, enhance, and celebrate the Clinton River, its watershed, and Lake St. Clair.

Your contribution goes toward activities that improve the river and quality of life in your community, such as our Stream Leaders and Adopt-A-Stream programs and our annual River Day and Clinton Cleanup events. Private donations also help us provide one-on-one technical assistance and presentations to hundreds of individuals, groups, businesses, and local governments each year.

Members receive River News, our newsletter, to keep you up to date on our activities and other local and regional topics of interest.





CRWC

CLINTON RIVER WATERSHED COUNCIL



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**Learn more about
the CRWC!**



www.CRWC.org

