



Charles River Watershed Association

10th Annual Earth Day Charles River Cleanup Saturday, April 25, 2009

Sponsorship Levels

Cleanup Friend - \$100 to \$749 (or equivalent in in-kind support)

- Name listed on cleanup web page, with a hyperlink to your website
- Name listed on all cleanup press releases sent to local newspaper, television, and radio contacts.

Cleanup Supporter - \$750 to \$2,999 (or equivalent in in-kind support)

- All above benefits
- Logo appears on event t-shirt, distributed to over 2,000 volunteers (Please note: sponsorship commitment needed by March 14 to allow for printing time)
- Option to have a table/booth at pre- or post-cleanup event

Cleanup Sponsor - \$3,000 to \$19,999 (or equivalent in in-kind support)

- All above benefits
- Prominent placement of logo on event t-shirt
- Name appears on all cleanup publicity, including emails, posters & fliers posted locally and sent to all volunteers (Note: sponsorship commitment needed by Feb. 13 to allow for printing, or name will not be on ALL publicity materials)

Cleanup Underwriter - \$20,000 and up (exclusive to one sponsor)

- All above benefits
- Name and logo, with hyperlink, listed prominently on main cleanup website
- Time to speak at pre-cleanup press event
- Name and logo on banner displayed during cleanup day events
- Article in CRWA newsletter (5,000 person distribution) describing partnership and sponsorship