

CHARLES RIVER WINS TOP INTERNATIONAL PRIZE FOR ENVIRONMENTAL EXCELLENCE

The Charles River is the 2011 winner of the International Riverprize, the world's most prestigious environmental award! The International RiverFoundation's Thies International River-prize, is awarded for visionary and sustainable excellence in river management. This is a trophy for all of us who live and work in the communities that comprise the Charles watershed, and for everyone who loves this river. www.charlesriver.org



Questions?

Contact Meg Schermerhorn
508.698.6810 or rotc@crwa.org

www.CharlesRiver.org



Charles River Watershed Association presents
30th Annual
Run of the Charles Canoe & Kayak Race
Sunday, April 29, 2012



Sponsor Proposal

About the Run of the Charles

The *Run of the Charles* Canoe & Kayak Race is the largest flat bottom boat race in New England and is a major event in Greater Boston, kicking off the canoe and kayak season. The *Run of the Charles* draws an average of 1,400 racers and thousands of spectators each year.

Races run the gamut from an elite Professional Canoe Marathon to the competitive Corporate Relay races, and shorter family-oriented distances. Races bring paddlers through Dedham, Needham, Wellesley, Newton, and Watertown to the Finish Line Festival in Boston where all the races end and participants gather for picnics, prizes and entertainment.



The *Run of the Charles* raises funds, membership, and awareness for the Charles River Watershed Association. Paddlers come from as far away as Canada, Florida and Michigan, and throughout the Northeast United States to compete in this eagerly-anticipated event that opens the spring paddling season.

Run of the Charles Races include:

- 26-Mile Professional Marathon, \$5,000 in cash prizes
- 24-Mile Corporate Relay
- 24-Mile Non-Corporate Relay - government, women, mixed and open classes
- 19-Mile Races
- 9-Mile Races
- 6-Mile Races
- Paddleboard divisions



Sponsorship of the Run of the Charles can help you:

- Meet your marketing goals
- Allow you to reach a wide audience of racers, professional and recreational
- Support CRWA's work to protect the river and its watershed
- Provide opportunities for corporate hospitality at the Finish Line Festival
- Provide employee team building opportunities
- Improve the quality of life in the community in which you do business
- Fulfill your commitment to the environment



Run of the Charles Canoe & Kayak Race Sunday, April 29, 2012 Sponsorship Agreement

- Yes, we will sponsor the 2012 Run of the Charles Canoe & Kayak Race

Name(s) _____

Company Name _____

Address _____

City _____

State _____

Zip _____

Phone (day) _____

Fax _____

Email _____

Sponsor Name to be listed as: _____

Sponsorship Level:

- Presenting Sponsor - \$20,000
 Relay Sponsor - \$15,000
 Gold Sponsor - \$10,000
 Silver Sponsor - \$5,000
 Bronze Sponsor - \$2,500
 Supporting Sponsor - \$1,000
 Contributing Sponsor - \$500

Authorized Signature: _____

Please return this contract with a check payable to CRWA to:

Run of the Charles

c/o Classic Communications, 38 Mechanic St, Suite 101, Foxboro, MA 02035

Ph: 508.698.6810 Fx: 508.698.6811 Email: rotc@crwa.org

Run of the Charles Sponsor Benefits

	Presenting \$20,000	Relay \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Supporting \$1,000	Contributing \$500
Designation as Presenting Sponsor - "Run of the Charles presented by Company X"	•						
Name included on race awards given to all participants	•						
Welcome letter in ROTC Race Book, sent to over 3,500 participants	•						
Title rights to the race division of your choice or Finish Line Festival	•	•					
Inclusion in all ROTC advertising	•	•	•				
Logo on cover of ROTC Race Book, sent to over 3,500 participants	•	•	•				
Logo on souvenir ROTC Race t-shirts, given to all participants	•	•	•				
Listing in <i>River Current</i> , bi-monthly email blast sent over 2,000 people	•	•	•	•			
Booth space at the Finish Line Festival for marketing materials or team picnic	•	•	•	•	•		
Public address announcement read at the Finish Line Festival	30 sec x4	30 sec x4	30 sec x3	30 sec x2	30 sec		
Free team entry in 24-mile relay race	5	4	3	2	1		
Inclusion in all press releases	•	•	•	•	•	•	
Banners to be hung at registration sites along the race course	6	6	4	3	2	1	
Inclusion in Gate House Media New England advertising	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Free entry in either 19, 9, or 6-mile races	6	5	4	3	2	1	
Recognition in email blasts sent regularly to all potential participants	Logo	Logo	Logo	Listing	Listing	Listing	Listing
Ad in ROTC Race Book, sent to over 3,500 participants	Cover Full, color	Full, color	Full, b&w	Half, b&w	Half, b&w	Quarter, b&w	
Logo and link to your website from the ROTC website	•	•	•	•	•	•	•
CRWA Membership including a listing in the Annual Report	•	•	•	•	•	•	•
Right of first refusal in 2013	•	•					

**All sponsorship packages can be customized to meet your needs.
Call Meg Schermerhorn at 508.698.6810 or email rotc@crwa.org**

Photographs from the 2011 *Run of the Charles* Canoe & Kayak Race



Charles River Watershed Association's mission is to use science, advocacy and the law to protect, preserve and enhance the Charles River and its watershed.

One of the country's oldest watershed organizations, CRWA was formed in 1965 in response to public concern about the declining condition of the Charles River. Since its earliest days of advocacy, CRWA has figured prominently in major clean-up and watershed protection efforts, working with government officials and citizen groups from 35 Massachusetts watershed towns from Hopkinton to Boston.

Charles River Watershed Association...

- Develops a sound, science-based understanding of interactions in the watershed.
- Defines long-term, cutting edge solutions to watershed problems.
- Promotes sustainable watershed management practices with government agencies and private entities.
- Advocates protection, revitalization, and expansion of public parklands along the Charles.

CRWA Programs include:

- **Urban Water Environment** - CRWA is creating the blueprint for fundamental change in how urban development approaches water and stormwater infrastructure, seeking to restore natural hydrologic function to the urban environment.
- **Water Law, Regulation & Policy** - CRWA is pursuing a multi-faceted strategy to address weaknesses in local laws related to water use and infrastructure permitting.
- **Science Based Management** - Since 1995, CRWA and volunteers have been monitoring the health of the river at 37 sites along the entire river, creating the most complete data set for the river.
- **Parklands and Recreation** - CRWA advocates protection, revitalization and expansion of the river parklands. Our Annual Earth Day Charles River Cleanup mobilizes more than 3,000 volunteers to pick up litter from the riverbank.
- **Advocacy** - CRWA identifies illegal pollution discharges to the river and makes sure they are addressed, promotes reduction of sewer overflows and stormwater runoff, and encourages regulatory support for watershed protection.

For more information about CRWA, visit www.charlesriver.org

