Charles River Watershed Association’s
21st Annual Earth Day
CHARLES RIVER CLEANUP
Saturday, April 25, 2020, 9am-12pm

2020 EVENT SPONSORSHIP OPPORTUNITIES
To ensure recognition in promotional materials, please respond by April 6, 2020

Help make the Charles River Cleanup BIGGER and BETTER!

Last year 2,500 individuals volunteered:
2,500 Volunteers = 7,500 hrs

Collecting 45 tons of litter:
4,500 Bags = 90,000 lbs = 45 Tons

In 29 towns:

Arlington  Dedham  Lincoln  Newton
Ashland  Dover  Medfield  Norfolk
Bellingham  Franklin  Medway  Sherborn
Belmont  Holliston  Milford  Somerville
Boston  Hopedale  Natick  Waltham
Brookline  Hopkinton  Needham  Watertown
Cambridge  Lexington  Wellesley

Major Media Exposure:
The Annual Charles River Cleanup has had media coverage for over 19 years. Including features on:

CLEANUP CHAMPION: $5,000+ (Or equivalent In-kind support)

- Prominent placement of name/logo on promotional material, distributed to over 2,500 volunteers
- A brief write-up in CRWA’s electronic newsletter, the River Current, sent to over 6,000 members
- One promotional table at the post-cleanup volunteer picnic attended by over 150 volunteers and community and municipal leaders
- Your company name included in all Cleanup press releases and event publicity
- Sponsorship listed on CRWA’s Cleanup webage and announced twice on our Facebook or Twitter page
- Access to early registration prior to regular registration
CLEANUP ADVOCATE: $2,500 (Or equivalent In-kind support)

- Your name/logo on all promotional material, distributed to over 2,500 volunteers
- Company name and website link in CRWA’s electronic newsletter, the River Current, sent to over 6,000 members
- One promotional table at the post-cleanup volunteer picnic attended by over 150 volunteers and community and municipal leaders
- Sponsorship listed on CRWA’s Cleanup webpage and announced once on our Facebook or Twitter page
- Access to early registration prior to regular registration

CLEANUP SUPPORTER: $1,000 (Or equivalent In-kind support)

- Your name/logo on all promotional material, distributed to over 2,500 volunteers
- Sponsorship listed on CRWA’s Cleanup webpage
- Your company name and sponsorship announced once on CRWA’s Facebook or Twitter page

CLEANUP FRIEND: $500 (Or equivalent In-kind support)

- Sponsorship listed on CRWA’s Cleanup webpage
- Your company name and sponsorship announced once on CRWA’s Facebook or Twitter page in a group mention

TO BECOME A SPONSOR OF THE 21ST ANNUAL EARTH DAY CHARLES RIVER CLEANUP:
Please fill out the enclosed form and send to:

Charles River Watershed Association  
ATTN: Delilah Bethel, Cleanup Coordinator  
190 Park Road  
Weston, MA 02493

NEED MORE INFORMATION ABOUT SPONSORSHIP?
Contact Delilah Bethel, Events and Volunteer Coordinator at 781.788.0007 x231 or dbethel@crwa.org

Volunteers pose for a picture after picking up trash along the Charles River in the Cambridge area.