



22nd Annual Earth Day

CHARLES RIVER CLEANUP

Monday, April 19 - Saturday, April 24, 2021

2021 EVENT SPONSORSHIP OPPORTUNITIES



CRWA has teamed up with 150+ businesses and organizations throughout metro Boston to protect and restore the Charles River and its watershed ecology for years to come. These companies recognize the need for a clean river and support CRWA's innovative work preventing pollution and building resilience to flood and drought.

By partnering with CRWA you have the opportunity to highlight your dedication to the environment and the health and safety of your local community.

CORPORATE SPONSORSHIP REACH

- 3,000 boaters, outdoor enthusiasts, and watershed residents subscribe to CRWA's electronic newsletter, the River Current.
- 1,000 metro-Boston residents receive the Champions of the Charles invitation by post and 9,500 by email
- 2,000 visits per month to Charles River Watershed Association's website charlesriver.org
- 2,000 Facebook users "like" CRWA, 2,000 Twitter users follow CRWA, and 800 Instagram users follow CRWA's new account

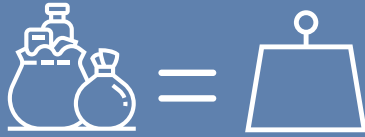
OVER THE PAST 5 YEARS...



Over 12,000 Individuals Volunteered



Clocking over 43,000 Hours
(Equivalent to over 1,700 Days)

Collecting over 15,000 bags = over 300,000 lbs.

In 29 Towns:

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

CLEANUP CHAMPION \$3,000+

Groups of 75-100

- Naming rights of one of CRWA's Spring e-newsletters, the River Current, with company name and website link
- Exclusive interview of team leader featured in CRWA's April River Current
- Company name and logo listed as a premier sponsor on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on three social media posts on CRWA social media channel of choice
- Charles River Natural Valley Storage Area Wetlands Tour and Picnic with CRWA's Aquatic Scientist, Lisa Kumpf

CLEANUP ADVOCATE: \$2,500

Groups of 50-75

- Company name and logo listed as a 2021 Cleanup Sponsor in CRWA's April e-newsletter, the River Current
- Company name and logo listed as a top sponsor on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on three social media posts on CRWA social media channel of choice
- Green Street River Walk Tour by CRWA's Science Team

CLEANUP SUPPORTER: \$2,000

Groups of 25-50

- Company name and logo listed as a 2021 Cleanup Sponsor in CRWA's April e-newsletters, the River Current
- Company name and logo listed on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on two social media posts on CRWA social media channel of choice
- Company-wide virtual Lunch & Learn with Executive Director, Emily Norton

CLEANUP FRIEND: \$1,500

Groups of 10-25

- Company name and logo listed as a 2021 Cleanup Sponsor in CRWA's April e-newsletters, the River Current
- Company name and logo listed on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on one social media post on CRWA social media channel of choice

Friend of the Charles

If you have a group that is interested in participating and these levels are too high for you, we do not want to deter you from joining us this year! Please reach out to Audrey Wallace, CRWA Director of Development, at awallace@crwa.org to discuss participation.

Need more information about sponsorship and group rates?

Contact Audrey Wallace, Director of Development 781.788.0007 x222 or awallace@crwa.org.