CHAMPIONS of the CHARLES Gala

SAVE THE DATE
Royal Sonesta, Cambridge
October 14, 2021
6:00 pm - 9:00 pm

Charles River Watershed Association
WE INVITE YOU TO CHAMPION THE CHARLES!

Sponsorship Opportunities

You understand the importance of the Charles River for our watershed communities as a cultural and natural resource. You recognize the need for Charles River Watershed Association’s (CRWA) science and advocacy on behalf of the river. Your partnership allows CRWA to continue its critical work in protecting and restoring the Charles. Our job is far from over and we are in this together.

By partnering with CRWA as a Champions of the Charles Gala sponsor your company has the opportunity to highlight your dedication to the environment and the health and safety of your local community. Join 150+ corporate partners who share a vision for a fully restored, fully protected, healthy, and resilient Charles River watershed.

We invite you to CHAMPION the Charles as a sponsor and join Boston’s top environmental leaders to celebrate those who have made it a priority to advocate and create change on behalf of the river and its watershed communities.

Interested in sponsoring?
Contact Audrey Wallace, Director of Development
awallace@crwa.org
781.788.0007 x222
## CHAMPIONS OF THE CHARLES GALA
Sponsorship Opportunities

### PRESENTING SPONSOR  (EXCLUSIVE)  $25,000
A unique, exclusive opportunity for joint co-branding of this signature event!
- Gala Naming Rights and logo featured prominently in all promotional materials including CRWA’s website
- High-visibility speaking opportunity for your company’s CEO at the opening of the speaking program
- Opportunity to distribute company information at event registration table
- Full Powerpoint Slide advertisement in Champions of the Charles Reception Slideshow
- 4 Social Media Posts on your company’s platform of choice featuring your sponsorship
- Company feature in CRWA’s monthly e-newsletter, the River Current
- 10 tickets to Champions of the Charles Gala
- Boston Duck Tour Private Company Outing

### FUND A CAUSE  (EXCLUSIVE)  $12,500
- Fund A Cause Naming Rights with branded signage and logo featured prominently in all promotional materials including CRWA’s website
- Company representative speaking opportunity to introduce Fund A Cause during speaking program
- Opportunity to distribute company information at event registration table
- Half of a Powerpoint Slide advertisement in Champions of the Charles Reception Slideshow
- 3 Social Media Posts on your company’s platform of choice featuring your sponsorship
- Six tickets to Champions of the Charles Gala
- Invasive Plant Removal team-building volunteer opportunity for company employees

### SILENT AUCTION & RIVER OF DREAMS RAFFLE SPONSOR  (2 AVAILABLE)  $7,500
- Silent Auction or River of Dreams Raffle Naming Rights with branded signage and logo featured prominently in all promotional materials including CRWA’s website
- Sponsorship recognition during speaking program
- Opportunity to distribute company information at event registration table
- Half of a Powerpoint Slide advertisement in Champions of the Charles Reception Slideshow
- 3 Social Media Posts on your company’s platform of choice featuring your sponsorship
- Six tickets to Champions of the Charles Gala
RIVER CHAMPION  (UNLIMITED)  $5,000

- Company logo featured on all promotional materials including CRWA’s website
- Opportunity to distribute company information at event registration table
- Quarter of a Powerpoint Slide advertisement in Champions of the Charles Reception Slideshow
- 2 Social Media Posts on your company’s platform of choice featuring your sponsorship
- Four tickets to Champions of the Charles Gala

RIVER ADVOCATE  (UNLIMITED)  $2,500

- Company logo featured on all promotional materials including CRWA’s website
- Sponsorship logo featured in Champions of the Charles Reception Slideshow
- 1 Social Media Post on your company’s platform of choice featuring your sponsorship
- Four tickets to Champions of the Charles Gala

FRIEND OF THE CHARLES  (UNLIMITED)  $1,000

- Company logo featured on all promotional materials including CRWA’s website
- Sponsorship logo featured in Champions of the Charles Reception Slideshow
- Two tickets to Champions of the Charles Gala

SPONSORSHIP REACH

- 3,000 boaters, outdoor enthusiasts, and watershed residents subscribe to CRWA’s electronic newsletter, the River Current
- 500 metro-Boston residents will receive the Champions of the Charles invitation by post and 8,000 by email
- Average of 4,000 visits per month to Charles River Watershed Association’s website charlesriver.org
- 2,400 Facebook users follow CRWA, 1,100 Instagram users follow CRWA, and 2,600 Twitter users follow CRWA
CHAMPIONS OF THE CHARLES GALA

Host Committee

Host Committee Chairs
Ellen Whalley & Jim Eckenrode

Host Committee
Ralph & Ellen Abele
Gordon Burnes & Suzie Tapson
Gunnel Clarke & John P. DeVillars
Dianne desRoches
Laurie & Christopher Doyle
Edward & Linda Englander
Karina Funk & Kurt Hanson
Diane & Steve Hall
Toni Hicks & Kevin Dutt
Franklin “Nick” King & Margaret Pantridge
Paul Levy & Farzana Mohamed
Virginia Lawrence
Ihssane Leckey
Linda & Andy McLane
Judith Nitsch
Larry Yu & Melissa Nelson-Yu
Jeryl & Stephen Oristaglio
Robert & Kathy Zimmerman