

# Willamette Riverkeeper 2020 Sponsorship Opportunities



**Mission Statement:** Willamette Riverkeeper's sole mission is to protect and restore the Willamette River. We believe that a river with good water quality and abundant natural habitat is a basic public right. The Willamette River belongs to all of us, and should be protected as such.

For the past 25 years, Willamette Riverkeeper has worked to improve the health of the Willamette River system. In that time, we have made strides for the river by utilizing advocacy, education, research and legal work. We also engage thousands of people each year through programs and paddling opportunities.

It is because of our successful partnerships with sponsors that we are able to continue the work we do throughout the Willamette Basin enforcing the Clean Water Act, restoring habitat, cleaning the river banks and river in our major cities with our River Guardians, and introducing and reintroducing paddlers to the river every month with the Discovery Paddle Program. ***All proceeds from our partnerships benefit Willamette Riverkeeper and its mission to protect and restore the Willamette River. We invite you to join us as a partner 2020!***

***Willamette Riverkeeper strives to work with our partners to build sponsorship packages that work for your business and culture. Please contact us to discuss who we can work together in 2020 (heather@willametteriverkeeper.org)***

## Benefits and Opportunities

### Opportunities

- Sponsor an entire year of events or a single event
- In-Kind gifts: Donate items or services to an auction, raffle, event or program

### Some of the benefits to your organization

- Your logo or name on Willamette Riverkeeper's sponsor page with a link to your website
- Willamette Riverkeeper will provide you or your company with the rights to use Willamette Riverkeeper logo in your advertising and promotions
- Your logo or name in the monthly e-news in 2020 reaching over 10,000 people throughout the state
- Your name or logo listed on all print materials for events
- Your name or logo printed in all PR and advertising associated with the partnership
- Tickets to events for colleagues, staff, and/or clients

#### Website Statistics

Unique Visitors: 23.5k  
Visits: 24.4K  
Pageviews: 55.3k

#### Social Media

Facebook: 5,500 Followers  
Instagram: 1,488 Followers

#### Newsletters

Monthly Email: 8,500  
Quarterly Printed: 3,000

WILLAMETTE RIVERKEEPER | 403 SE CARUTHERS ST, SUITE 101 | PORTLAND, OR 97214

503.223.6418 | [HEATHER@WILLAMETTERIVERKEEPER.ORG](mailto:HEATHER@WILLAMETTERIVERKEEPER.ORG)

# Willamette Riverkeeper 2020 Events

Our fundraising events are wonderful opportunities for you to share your commitment to supporting your community. Your partnership is crucial to the success of our ability to raise the resources needed to keep our river clean and safe for the health and enjoyment of 70% of Oregonians.

## 12<sup>th</sup> Annual Great Willamette Clean-Up – October 3, 2020

Hosted on the first Saturday of October, our annual Great Willamette Clean Up is a river-wide, community day-of-action. Volunteers participate by canoe, kayak, SUP board, raft, motor boat, jet ski, drift boat, bike, and by foot to free our river of trash and debris, while improving habitat and community spirit along the way. Cleanup sites are posted throughout the basin, and our on-line registration for this event will open in September. Several areas host post-cleanup celebrations that include lunch, local frothy beverages, and “trash-talk.” ***In 2019 we had 1,400 volunteers at 33 sites along 187 miles of river!***

## 12<sup>th</sup> Annual Wild and Scenic Film Festival – December 3, 2020

*Each year we host a series of environmental and adventure films* to a sold out audience at The Hollywood Theater, that illustrate the Earth’s beauty, the challenges facing our planet and the work communities are doing to protect the environment. Through these films, Wild & Scenic both informs people about the state of the world and inspires them to take action. ***11 years of a sold out theater with 400 viewers!***

## 20<sup>th</sup> Annual Paddle Oregon – August 17-21, 2020.

Noted by year-over-year participants as adult summer camp, The event is five, sun-ripened days paddling down the magnificent upper Willamette River. The event allows participants experience the river in a markedly different way, with catered meals, nightly entertainment, educational presentations, It’s not only become a tradition but a Northwest rite-of-passage. ***Each year Paddle Oregon hosts over 225 paddlers and 40 volunteers!***

## Pinot Paddle – June 13-14, 2020 | Harvest Paddle – September 19-20, 2020

These weekend paddles combine the best both worlds with a weekend itinerary completely unique to the Willamette Valley. The two day paddle includes 40+ miles of scenic paddling, wine tasting from 4 artisanal winemakers featuring pleasing pinots, camping along a quiet back channel, and delicious catered meals. ***Each paddle hosts 125 paddlers and 25 volunteers***

## Willamette River Festival (Eugene) – August 22, 2020

The Willamette River Festival brings the community together to enjoy and celebrate the Willamette River through interactive activities embracing its unique history, culture, ecology and recreation on the river! ***Attracting over 1,000 participants in the upper Willamette area.***



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# SPONSORSHIP OPPORTUNITIES

## Platinum Sponsor: \$10,000

### General Benefits

- **Name recognition as 2020 Platinum Sponsor**
- Company name/logo on the sponsor page at Willamette Riverkeeper with a link to your site, and logo placement in all print advertisements, print materials and social media for each event
- Mentions in all PR materials including the Annual Report, monthly e-news, and printed newsletters
- Invitations to all Willamette Riverkeeper events

### Event Specific Benefits

#### **Great Willamette Clean-Up – Saturday October 3, 2020**

- Company name/logo on all print materials, social media sites, up to 12 cross channel social media posts
- Banner or signage at the event
- Site along river reserved for your company and volunteers with coffee and treats
- Reserved table space, banner placement, speaking opportunity at after-party
- Detailed article about your business in the Riverscape print and digital newsletter

#### **Wild and Scenic Film Festival – Thursday December 3, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites, up to 12 cross channel social media posts
- Reserved tickets for 4 guests

#### **20<sup>th</sup> Annual Paddle Oregon – August 17-21, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites and up to 12 cross channel social media posts
- Opportunity for a table hosted by sponsor at one of our overnight camping sites.
- The opportunity to provide a promotional item for Paddler Packets
- Complimentary paddle fees for up to 2 guests

#### **Pinot Paddle – June 13-14, 2020 | Harvest Paddle – September 19-20, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites and up to 12 cross channel social media posts
- The opportunity to provide a promotional item for Paddler Packets

#### **Willamette River Festival – August 22, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites and up to 12 cross channel social media posts
- The opportunity to provide a promotional item for Paddle Race and Paddle Parade Packets
- Complimentary Paddle Race entries (2) and Paddle Parade entry
- Branded booth at Festival site

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# SPONSORSHIP OPPORTUNITIES

## Gold Season Sponsor: \$5,000

### General Benefits

- **Recognition as 2020 Gold Season Sponsor**
- Company name/logo on the Sponsor page at Willamette Riverkeeper with a link to your site, and logo placement in all print advertisements, print materials and social media for events
- Mentions in all PR materials including the Annual Report, E-News and E-mail blasts
- Invitations to Willamette Riverkeeper events held throughout the year

### Event Specific Benefits

#### **Great Willamette Clean-Up – Saturday October 3, 2020**

- Company name/logo on all print materials, social media sites and up to 6 cross channel social media posts
- Banner or signage at the event
- Site along river reserved for your company and volunteers with coffee and treats

#### **Wild and Scenic Film Festival – Thursday December 3, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites
- Reserved tickets for 2 guests

#### **20<sup>th</sup> Annual Paddle Oregon – August 17-21, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites
- The opportunity to provide a promotional item for the Paddler Packets
- Opportunity for a table hosted by sponsor at one of our overnight camping sites.

#### **Pinot Paddle – June 13-14, 2020 | Harvest Paddle – September 19-20, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites and up to 12 cross channel social media posts
- The opportunity to provide a promotional item for the Paddler Packets
- Complimentary paddle fees for 2 guests

#### **4<sup>th</sup> Annual Willamette River Festival – August 22, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, and social media sites
- The opportunity to provide a promotional item in Paddle Race Packets
- Complimentary Paddle Race entries (2)
- Branded booth at Festival site

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# SPONSORSHIP OPPORTUNITIES

## Silver Sponsor: \$2,500

### General Benefits

- **Recognition as 2020 Silver Sponsor**
- Company name/logo on the Sponsor's page of [www.willametteriverkeeper.org](http://www.willametteriverkeeper.org) with a link to your site if applicable, all print advertisements, print materials and social media for events
- Mentions in all PR materials including Annual Report, E-mail blasts, etc.
- Invitations to other Willamette Riverkeeper events held throughout the year

### Event Specific Benefits

#### **Great Willamette Clean-Up – Saturday October 3, 2020**

- Company name/logo on all print materials, social media sites and up to 6 cross channel social media posts
- Banner or signage at the event

#### **Wild and Scenic Film Festival – Thursday December 3, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites
- Reserved tickets for 2 employees/guests

#### **20<sup>th</sup> Annual Paddle Oregon – August 17-21, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, and social media sites
- The opportunity to provide a promotional item in the paddler packets

#### **Pinot Paddle – June 13-14, 2020 | Harvest Paddle – September 19-20, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, social media sites and up to 12 cross channel social media posts
- The opportunity to provide a promotional item in paddler packets

#### **4<sup>th</sup> Annual Willamette River Festival – August 22, 2020**

- Company banner prominently displayed
- Name/Logo on event print material, and social media sites
- The opportunity to provide a promotional item in Paddle Race Packets



# EVENT SPONSORSHIP OPPORTUNITIES



**Great Willamette Clean-Up**

**Saturday October 3, 2020**

**187 Miles of the Willamette River Basin**

## **WATERSHED | \$5000**

- Logo placement for one year in WRK digital newsletters and event webpage
- Reserved table space, banner placement and speaking opportunity at an after-party in Portland or Eugene
- Recognition on event merchandise
- Logo placement on event poster and press release mention
- Detailed article about your business in Riverscape print and digital newsletter
- Up to 12 cross channel social media posts

## **CONFLUENCE | \$2500**

- Logo placement in Fall print and digital Riverscape newsletters and event webpage
- Banner placement and recognition at after-parties
- Logo placement on poster and press release mention
- Up to 6 cross channel social media posts

## **TRIBUTARY | \$1000**

- Name recognition in Fall print and digital Riverscape newsletters
- Logo recognition on event webpage web page, poster and press release mention
- Up to 3 cross channel social media posts

## **WELLSPRING | \$500**

- Name recognition in digital Riverscape newsletter
- Name recognition on event webpage and poster



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**Wild and Scenic Film Festival**  
**Thursday December 3, 2020**  
**Hollywood Theater, Portland, OR**

### **WATERSHED | \$1,500**

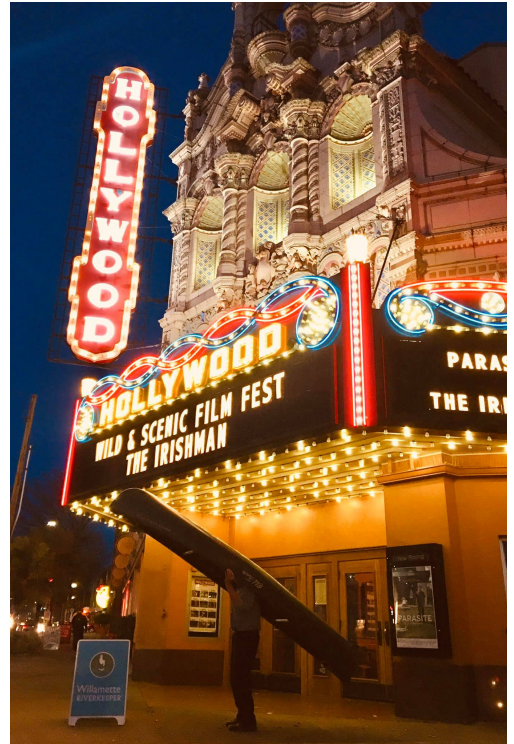
- Company banner prominently displayed
- Opportunity to have small table and speak at event
- Name/Logo on event print material, social media sites
- The opportunity to provide a promotional item for each guest
- Complimentary tickets up to 6 guests

### **CONFLUENCE | \$1,000**

- Name/Logo on event print material, social media sites
- The opportunity to provide a promotional item
- Complimentary event tickets for 4 guests

### **TRIBUTARY | \$500**

- Name/Logo on event print material, social media sites
- Complimentary event tickets 2 guests



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**20<sup>th</sup> Annual Paddle Oregon**  
**August 17-21, 2020**  
**100 Miles of Willamette River**

**WATERSHED | \$2,500**

- Recognition as *the host sponsor* in event publicity
- Company banner at the event put-in, take-out and each evening's campsite
- Special recognition throughout the event, social media sites and newsletter
- Opportunity to host a campsite night lecture or event

**CONFLUENCE | \$1,000**

- Recognition as a sponsor in event publicity
- Company banner at the event put-in and take-out
- Special recognition throughout the event day, social media sites and newsletter

**TRIBUTARY | \$500**

- Recognition as a sponsor in event publicity
- Special recognition throughout the event day, social media sites and newsletter



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**Pinot and Harvest Paddles**  
**June 13-14, 2020 | September 19-20, 2020**  
**30 Miles of Willamette River**

### **WATERSHED | \$1,500**

- Recognition as *the host sponsor* in event publicity
- Company banner at the event put-in, take-out and evening campsite
- Special recognition throughout the event, social media sites and newsletter

### **CONFLUENCE | \$1000**

- Recognition as a sponsor in event publicity
- Company banner at the event put-in and take-out
- Special recognition throughout the event day, social media sites and newsletter

### **TRIBUTARY | \$500**

- Recognition as a sponsor in event publicity
- Special recognition throughout the event day, social media sites and newsletter

[www.oregonwinepress.com/paddle-for-pinot](http://www.oregonwinepress.com/paddle-for-pinot)



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## Willamette River Festival August 22, 2020 Eugene and Springfield, OR

### WATERSHED | \$5,000

- Logo in 2020 promo video
- Branded River Stewardship Day (prior to event)
- Branded Activity (Paddle Parade/Race)
- Press release mention
- Logo on event t-shirt
- Booth/Display space at event
- Goodie bag item
- Free Race or Paddle Parade entry (2)
- Banner space and MC announcement at event
- Logo on event poster
- Customized post on WRF Social Media pages (10+)
- Name and hyperlink on WRF website
- Mention in newsletter (4)



### CONFLUENCE | \$2,500

- Press release mention
- Logo on t-shirt
- Booth/Display space at event
- Goodie bag item
- Free Race or Paddle Parade entry (2)
- Banner space and MC announcement at event
- Logo on event poster
- Customized post on WRF Social Media pages (6)
- Name and hyperlink on WRF website
- Mention in newsletter (2)



### TRIBUTARY | \$1,000

- Booth/Display space at event
- Goodie bag item
- Free Race or Paddle Parade entry (1)
- Banner space and MC announcement at event
- Logo on event poster
- Customized post on WRF Social Media pages (4)
- Name and hyperlink on WRF website
- Mention in newsletter (1)

### WELLSPRING | \$500

- Banner space and MC announcement at event
- Logo on event poster
- Customized post on WRF Social Media pages (2)
- Name and hyperlink on WRF website
- Mention in newsletter (1)

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## 2020 Sponsorship Agreement Form

Contact Name (Please Print): \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Please indicate your sponsorship level:

#### Season Sponsorship

☐ Platinum Sponsor

☐ Gold Sponsor

☐ Silver Sponsor

#### Event Sponsorship

☐ Great Willamette Clean-Up

☐ Pinot Paddle and Harvest Paddle

☐ Paddle Oregon

☐ Wild & Scenic Film Festival

☐ Great Willamette Clean-Up

☐ Willamette River Festival

#### Payment Options

- ☐ Check Enclosed (Pay to the order of the "Willamette Riverkeeper")
- ☐ Please send an invoice
- ☐ Installment Plans are available – please call 503-223-6418 for more information
- ☐ Charge my credit card: ☐ MC ☐ Visa ☐ AMEX

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Questions? Call us at 503-223-6418, or email to [heather@willametteriverkeeper.org](mailto:heather@willametteriverkeeper.org)**

**Please return this form to:** Willamette Riverkeeper 403 SE Caruthers St. Suite 101, Portland, OR 97214

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