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 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.

12th 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 online registration for this event will open in September. Several areas host post-clean up 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!

12th 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!

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!

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.
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

20th 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

- 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
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

**20th 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.

- 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

**4th 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
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

**20th 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 in the paddler packets

- 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

**4th 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, 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
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
20th 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
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
WILLAMETTE RIVERKEEPER | 403 SE CARUTHERS ST, SUITE 101 | PORTLAND, OR 97214
503.223.6418 | HEATHER@WILLAMETTERIVERKEEPER.ORG

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)
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  Event Sponsorship

Platinum Sponsor  Great Willamette Clean-Up  Wild & Scenic Film Festival

Gold Sponsor  Pinot Paddle and Harvest Paddle  Great Willamette Clean-Up

Silver Sponsor  Paddle Oregon  Willamette River Festival

Payment Options

o  Check Enclosed (Pay to the order of the “Willamette Riverkeeper”

o  Please send an invoice

o  Installment Plans are available – please call 503-223-6418 for more information

o  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

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