

Willamette Riverkeeper - 2022 Sponsorship Opportunities



Willamette
RIVERKEEPER
PROTECT. RESTORE. ENJOY. SINCE 1996

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 25 years, Willamette Riverkeeper has continually worked to improve the health of the Willamette River. In that time, we have made strides for the river by enforcing the Clean Water Act and utilizing advocacy, education, research and legal work as well as engaging thousands of people each year through our programs and paddling opportunities.

Through successful partnerships with and support of local and national businesses, we are able to continue to work throughout the Willamette Basin enforcing the Clean Water Act, restoring habitat, cleaning the river and its banks in our major cities with our River Guardians, and introducing and reintroducing paddlers every month to the river through the Discovery Paddle Program.

All proceeds from our business partnerships directly benefit Willamette Riverkeeper and its mission to protect and restore the Willamette River. We invite you to join us in 2022!

Willamette Riverkeeper strives to work with our partners to build sponsorship packages that work for your business, goals and culture - contact [Heather](#) today to discuss how we can work together in 2022!

Potential Benefits and Opportunities

Opportunities

- **Primary Sponsor:** Support of all our programs and events
- **Sponsor a Program:** Direct your donation to a specific program
- **In-Kind Gifts:** donate items or services to an auction, raffle, event or program

Benefits to Your Organization

- Willamette Riverkeeper will provide you or your company with the rights to use Willamette Riverkeeper logo in your advertising and promotions.
- Volunteer opportunities for your employees.
- Tickets to events for colleagues, staff, & clients.
- Your logo & name on the Willamette Riverkeeper sponsor page with a link to your website, listed in the monthly e-news in 2022 (reaching 1000's of people each month) and on all print and digital materials for our events throughout the year!

Willamette Riverkeeper 2022 Events



2022 Community Clean-Up Events

14th Annual Great Willamette Clean-Up – October, 2022

Hosted throughout the month October, our annual Great Willamette Clean Up is a river-wide, community action event. Throughout the month, 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.

2nd Annual Spring for Your River Clean-Up – April/May, 2022

Launching on Earth Day and lasting for 4 weeks, Spring for Your River is a river-wide, community action event. WR hosts clean-ups throughout the basin to bring 100's of people out to volunteer for their river!

In 2021 Spring for Your River and The Great Willamette Clean-Up hosted more than 60+ clean-ups and engaged over 200 volunteers!

2022 Paddle Events

Pinot Paddle – June 18-19, 2022 | Harvest Paddle – September 17-18, 2022

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, tasting from artisanal winemakers or beer and cider brewers, camping along a quiet back channel, and delicious catered meals.

Each paddle hosts 125 paddlers and 25 volunteers – due to Covid WR was unable to host PO in 2020.

20th Annual Paddle Oregon – August 15-19, 2022

Noted by year-over-year participants as “the” adult summer camp, This event is five, sun-ripened days paddling down the magnificent Willamette River. The event allows participants to experience the river in a markedly different way, through day-long paddles, catered meals, nightly entertainment, and educational presentations. Paddle Oregon has not only become a tradition but a Northwest rite-of-passage. ***Each year Paddle Oregon hosts over 225 paddlers and 40 volunteers – due to Covid WR was unable to host PO in 2020.***

2022 Community Events

Willamette River Festival (Eugene) – August, 2022 (Dates TBD)

The Willamette River Festival brings the community together to enjoy and celebrate the Willamette River by highlighting its unique history, culture, ecology and recreation opportunities ***attracting over 1,000 visitors to the Eugene-Springfield riverfront area.***

14th Annual Wild and Scenic Film Festival – December, 2022

Each year WR hosts a series of **environmental and adventure films** to a sold out audience at The Hollywood Theater. The films 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. **2020 was a virtual event with more than 200 viewers!**

Platinum Sponsor: \$15,000

General Benefits

- **Year-Long Name recognition as “2022 Platinum Sponsor”**
- Company name/logo on the WR sponsor page with a link to your website, placement in all print advertisements, print materials and SM for each event
- Mentions in all PR materials including Annual Report, e-news, and printed newsletter
- Invitations to all Willamette Riverkeeper events
- Multiple volunteer opportunities for your staff

Event Specific Benefits

2022 Spring for your River and Great Willamette Clean-Up – April/May and October, 2022

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

Wild and Scenic Film Festival –December, 2022

- Company banner prominently displayed
- Name/Logo on event print material, SM sites and up to 12 cross channel SM posts
- Tickets for 8 guests

20th Annual Paddle Oregon – August 15-19, 2022

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

Pinot Paddle – June 18-19 | Harvest Paddle – September 17-18

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

Willamette River Festival – August, 2022 (Dates TBD)

- Company banner prominently displayed on website or at specific activities
- Name/Logo on event print material, SM sites and up to 12 cross channel SM posts
- The opportunity to provide a promotional item or prize for the PaddleCross Race or another Festival activity of choice
- Complimentary PaddleCross entries (2)
- Branded booth or digital presence at/during Festival

Gold Season Sponsor: \$10,000

General Benefits

- **Year-Long Recognition as “2022 Gold Season Sponsor”**
- Company name/logo on the WR sponsor page with a link to your website, placement in all print advertisements, print materials and SM for each event
- Mentions in all PR materials including Annual Report, e-news, and printed newsletter
- Invitations to all Willamette Riverkeeper events
- Multiple volunteer opportunities for your staff

Event Specific Benefits

2022 Spring for your River and Great Willamette Clean-Up – April/May and October, 2022

- Company name/logo on all print materials, SM sites and up to 6 cross channel SM posts
- Banner or signage at the event
- Clean-up Site reserved for your company and volunteers

Wild and Scenic Film Festival – December, 2022

- Company banner prominently displayed
- Name/Logo on event print material, and SM sites
- Tickets for 6 guests

20th Annual Paddle Oregon – August 15-19, 2022

- Company banner displayed at the event
- Name/Logo on event print material, SM 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 18-19, 2022 | Harvest Paddle – September 17-18, 2022

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

Willamette River Festival – August, 2022 (Dates TBD)

- Company banner displayed on website and at specific activities and branded booth or digital presence at/during Festival
- Name/Logo on event print material, up to 12 cross channel SM posts
- Opportunity to provide a promotional item/prize for the PaddleCross Race or Festival activity
- Complimentary PaddleCross entries (2)



Silver Sponsor: \$7,500

General Benefits

- **Year-Long Recognition as “2022 Silver Sponsor”**
- Company name/logo on the WR Sponsor page with a link to your website if applicable, all print advertisements, print materials and SM 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

2022 Spring for your River and Great Willamette Clean-Up – April/May and October, 2022

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

Wild and Scenic Film Festival –December, 2022

- Company banner prominently displayed
- Name/Logo on event print material, and social media
- Tickets for 4 employees/guests

20th Annual Paddle Oregon – August 15-19, 2022

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

Pinot Paddle – June 18-19, 2022 | Harvest Paddle – September 17-18, 2022

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

Willamette River Festival – August, 2022 (Dates TBD)

- Company banner prominently displayed
- Name/Logo on event print material, and SM sites
- The opportunity to provide a promotional item or prize for the PaddleCross Race or other Festival activity of choice





Spring for Your River & Great Willamette Clean-Up April/May and October, 2022 187 Miles of the Willamette River Basin

WATERSHED | \$5000

- Logo placement for one year in WRK digital newsletters and event webpage (clickthrough)
- Reserved table space, banner placement and speaking opportunity at after-parties
- 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 SM posts

CONFLUENCE | \$2500

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

TRIBUTARY | \$1000

- Name recognition in Fall print and digital Riverscape newsletters
- Logo recognition on event webpage (clickthrough), poster and press release mention
- Up to 3 cross channel SM posts

WELLSPRING | \$500

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



Wild and Scenic Film Festival
December, 2022 (Date TBD)
Hollywood Theater, Portland, OR
Virtual



WATERSHED | \$1,500

- Company banner prominently displayed
- Opportunity to have small table and speak at event
- Name/Logo on event print material, SM 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, SM sites
- The opportunity to provide a promotional item
- Complimentary event tickets for 4 guests

TRIBUTARY - \$500

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





20th Annual Paddle Oregon Pinot Paddle Harvest Paddle 100+ Miles of the 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, SM 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, SM sites and newsletter

TRIBUTARY | \$500

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





Willamette River Festival August, 2022 (Dates TBD) Eugene, OR

WATERSHED | \$5,000

- Logo in 2020 promo video
- Branded River Stewardship Day (prior to event)
- Branded Activity
- Press release mention
- Logo on event t-shirt
- Booth/Display space at event or activity
- Goodie bag item
- Free PaddleCross Race entries (2)
- Banner space and event announcement
- Logo on event poster
- Customized post on WRF SM pages (10+)
- Logo, hyperlink, raffle item product promo 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 SM 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 SM 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 SM pages (2)
- Name and hyperlink on WRF website
- Mention in newsletter (1)

2022 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 heather@willametteriverkeeper.org

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

JOIN OUR 2022 PARTNERS

