



# Paddle to the Sea 2012

## Event Sponsorship Opportunities

<b>Presenting Sponsor</b>	<b>\$10,000</b>
<b>River Otter Sponsor</b>	<b>\$ 5,000</b>
<b>Golden Eagle Sponsor</b>	<b>\$ 2,500</b>
<b>Salmon Sponsor</b>	<b>\$ 1,000</b>
<b>Steelhead Sponsor</b>	<b>\$ 500</b>
<b>Blue Heron Sponsor</b>	<b>\$ 250</b>
<b>In-kind Partners</b>	
<b>Media Partners</b>	

### PRESENTING SPONSOR—\$10,000

Name and logo recognition as the Presenting Sponsor on these event materials:

- Paddle to the Sea t-shirts & website
- Printed promotional materials—posters 11"x17", fliers, and brochures displayed at businesses and schools in communities from the Sierra to San Francisco; newsletters to 2,000 Tuolumne River Trust members and supporters; media/news releases including radio and print as possible.
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Opportunity to provide welcoming comments to participants
- Company logo on "Sponsor Thank You" banner displayed at each paddling leg and riverside event
- Opportunity to have 3 company furnished banners at all riverside events
- Opportunity to have your promotional items made available to participants and guests
- Ten complimentary tickets to the riverside event of your choice
- Team registration fees waived for up to 5 team members

Off-site Recognition:

- Company logo and link to your website included in "Sponsor Thank You" email after the event
- Recognition as the Presenting Sponsor at fundraising rally activities

### RIVER OTTER SPONSOR—\$5,000

Name and logo recognition as a River Otter Sponsor on these event materials:

- Paddle to the Sea t-shirts & website
- Printed promotional materials—posters 11"x17", fliers, and brochures displayed at businesses and schools in communities from the Sierra to San Francisco; newsletters to 2,000 Tuolumne River Trust members and supporters; media/news releases including radio and print as possible.
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on "Sponsor Thank You" banner displayed at each paddling leg and riverside event
- Opportunity to have 3 company furnished banners at all riverside events
- Opportunity to have your promotional items made available to participants and guests
- Five complimentary tickets to the riverside event of your choice
- Team registration fees waived for up to 5 team members

Off-site Recognition:

- Company logo and link to your website included in "Sponsor Thank You" email after the event
- Recognition as an event sponsor at fundraising rally activities

### GOLDEN EAGLE SPONSOR—\$2,500

Name and logo recognition as a Golden Eagle Sponsor on these event materials:

- Paddle to the Sea t-shirts & website
- Printed promotional materials—posters 11"x17", fliers, and brochures displayed at businesses and schools in communities from the Sierra to San Francisco; newsletters to 2,000 Tuolumne River Trust members and supporters; print media/news releases
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on "Sponsor Thank You" banner displayed at each paddling leg and riverside event

(continued on page 2)

- Opportunity to have 1 company furnished banner at all riverside events
- Opportunity to have your promotional items made available to participants and guests
- Five complimentary tickets to the riverside event of your choice
- Team registration fees waived for up to 5 team members

Off-site Recognition:

- Company logo and link to your website included in “Sponsor Thank You” email after the event
- Recognition as an event sponsor at fundraising rally activities

**SALMON SPONSOR— \$1,000**

Name and logo recognition as a Salmon Sponsor on these event materials:

- Paddle to the Sea t-shirts & website
- Printed promotional materials—posters 11”x17”, fliers, and brochures displayed at businesses and schools in communities from the Sierra to San Francisco; newsletters to 2,000 Tuolumne River Trust members and supporters
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on “Sponsor Thank You” banner displayed at each paddling leg and riverside event
- Opportunity to have 1 company furnished banner at all riverside events
- Opportunity to have your promotional items made available to participants and guests
- Two complimentary tickets to the riverside event of your choice
- Team registration fees waived for up to 5 team members

Off-site Recognition:

- Company logo and link to your website included in “Sponsor Thank You” email after the event
- Recognition as an event sponsor at fundraising rally activities

**STEELHEAD SPONSOR—\$500**

Name and logo recognition as a Steelhead Sponsor on these event materials:

- Paddle to the Sea website
- Printed promotional materials—newsletters to 2,000 Tuolumne River Trust members and supporters
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on “Sponsor Thank You” banner displayed at each paddling leg and riverside event
- Opportunity to have your promotional items made available to participants and guests
- Two complimentary tickets to the riverside event of your choice

Off-site Recognition:

- Company logo and link to your website included in “Sponsor Thank You” email after the event
- Recognition as an event sponsor at fundraising rally activities

**BLUE HERON SPONSOR—\$250**

Name and logo recognition as a Blue Heron Sponsor on these event materials:

- Paddle to the Sea website
- Printed promotional materials—newsletters to 2,000 Tuolumne River Trust members and supporters
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on “Sponsor Thank You” banner displayed at each paddling leg and riverside event
- Two complimentary tickets to the riverside event of your choice

Off-site Recognition:

- Company logo and link to your website included in “Sponsor Thank You” email after the event
- Recognition as an event sponsor at fundraising rally activities

**IN-KIND PARTNERS**

Sponsorship benefits will be based upon a 2-to-1 ratio compared with the cash sponsorship values. For example, an in-kind donation valued at \$1,000 would receive the benefits afforded to a \$500 cash sponsor.

**MEDIA PARTNERS**

Media sponsorship benefits are defined on a case by case basis.

**ADDITIONAL OPPORTUNITIES**

The Tuolumne River Trust is happy to work with you on an individual basis to create a sponsorship package valuable to your organization. Please contact us for more details.

**PLEASE DIRECT ALL INQUIRIES TO:**

**Karyn Barnes, Advancement Director**  
**Tuolumne River Trust**  
**(209) 236-0330**  
**Karyn@tuolumne.org**

**Requirements for sponsor logo submissions:** All sponsor logos submitted for inclusion in Paddle to the Sea materials (including website, t-shirt, email, and printed materials) must be saved as high-resolution .jpg, .gif, or .png files. Images should be submitted to karyn@tuolumne.org as an email attachment. Please note cutoff dates do apply for inclusion in printed promotional materials.



# What is Paddle to the Sea ?

## EVENT HISTORY

In February 2009, Tuolumne River Trust Board Member Noah Hughes and then staff member Galen Weston hatched a plan for a spring descent of the Clavey River—a pristine tributary of the Tuolumne River. By May of that year, what started as a small team of international whitewater kayakers tackling a class V+ descent had turned into the epic 234-mile Tuolumne River journey that Paddle to the Sea has become today. In previous years, more than 1,600 paddlers, volunteers, and party-goers and 35 corporate sponsors have taken part in Paddle to the Sea, resulting in over \$50,000 raised each year for the protection of the Tuolumne River.

Tuolumne River Trust's Paddle to the Sea is a month-long journey on the Tuolumne and American Rivers that brings people together to celebrate the immense recreation and economic benefits of Rivers. It is one of the Tuolumne River Trust's most powerful tools to raise funds and public awareness for the issues affecting the health of the River and to garner support for the challenges that lie ahead. By visually demonstrating the interconnectedness of our communities that depend on rivers to grow our food, provide clean drinking water, and power our homes and businesses, the Tuolumne River Trust is building better stewardship for rivers for generations to come.

On the river during the event, individuals and teams whitewater raft, canoe, or kayak one of 25 on-river days in the Sierra, Central Valley, American River Parkway, Delta, and San Francisco Bay of California. Each paddler spreads the message of river stewardship to their social networks through their individual or team fundraising efforts. Each year a handful of paddlers complete the entire river journey and become spokespeople for media related to the event.

In addition to the paddling, the Tuolumne River Trust hosts several riverside parties bringing together the entire community in support of the paddlers' journey. The parties include a kick-off concert in Groveland (just outside the gates of Yosemite National Park), a riverside festival in Modesto, and a grand finale celebration in San Francisco.

## Sponsorship Benefits

Forming a strategic alliance with the Tuolumne River Trust will bolster your company's reputation and emphasize your commitment to supporting a greener environment in your community. Your company's choice to support Paddle to the Sea will create a sense of pride among your employees. You will also receive positive exposure as participants and volunteers promote the event to their social networks.

## How Can I Get Involved?

For information on volunteering, becoming a sponsor, or forming a corporate team, please call the Tuolumne River Trust toll-free at 1-888-994-3344 or email Karyn Barnes, Advancement Director, at [Karyn@tuolumne.org](mailto:Karyn@tuolumne.org).

Visit [www.paddletothesea.org](http://www.paddletothesea.org) for more information



# Your whole company

## CAN HELP REVIVE THE TUOLUMNE RIVER

The Tuolumne River Trust offers a range of opportunities for businesses to join us to revive the Tuolumne River. Corporate partnerships with our organization are easy to implement and offer a variety of valuable benefits for your company.

### **CORPORATE PARTNERSHIP OPPORTUNITIES INCLUDE:**

#### **Payroll Deduction**

Through systems set up through your company, employees are given the opportunity to donate a portion of their salary to the Tuolumne River Trust by deducting a set amount from their paycheck. All donations are tax-deductible and your employees will receive recognition of their gift(s) and a membership to the Tuolumne River Trust.

#### **Matching Gifts**

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations on a 1-to-1 or 2-to-1 basis. These programs increase the overall charitable contributions of your company and all donations are tax-deductible. Your company will receive public recognition for your portion of the gifts in the Tuolumne River Trust's annual report and on our website.

#### **Volunteer Opportunities**

A variety of volunteer opportunities at the Tuolumne River Trust exist throughout the year. Examples include planting trees at our Big Bend restoration site in Modesto, trail maintenance work days in the Sierra, classroom water conservation slideshow presentations in the Bay Area, tap water stations at Bay Area festivals, and event support for Paddle to the Sea and other member appreciation events.

#### **Program Grants**

Many companies offer fiscal sponsorship grants to support programs and projects at non-profit organizations through their marketing or corporate social responsibility departments, or through a corporate foundation. The Tuolumne River Trust has many different programs that may interest your company in the Sierra, Central Valley, and Bay Area. Your company will receive public recognition of your support in the Tuolumne River Trust's annual report, on our website, and on printed program materials as available.

[WWW.TUOLUMNE.ORG](http://WWW.TUOLUMNE.ORG)



### **MISSION**

The Tuolumne River Trust is the Voice for the River. We promote stewardship of the Tuolumne through:

- education, community outreach, and adventures;
- collaboration with a diverse array of stakeholders;
- on-the-ground restoration projects;
- advocacy and grassroots organizing

We seek a healthy river that is:

- teeming with fish and wildlife
- safe for drinking, fishing, and swimming
- and held in trust as a refuge for our children and grandchildren

For more information on how your company can partner with the Tuolumne River Trust please contact:

Karyn Barnes  
Tuolumne River Trust  
Advancement Director  
111 New Montgomery Street  
Suite 205  
San Francisco, CA 94105  
(209) 236-0330  
Karyn@tuolumne.org