

CAHABA



2023 EARTH WEEK CLEAN UPS ALABAMA, USA, EARTH

APRIL 17-21, 2023



*Cahaba
River
Society*

SPONSORSHIP OPPORTUNITIES



Earth Week Clean-Ups

River Clean-Up & Anti-Littering/Recycling Event
to benefit the Cahaba River and the Cahaba River Society

About the Earth Week Clean-Up

The Cahaba River Society is hosting volunteer opportunities each day of Earth Week 2023. During the third week of April, from Monday to Friday, we will be leading volunteers along the Cahaba's channel, banks and tributaries to remove litter and invasive species, to encourage native wildlife and vegetation, to mitigate erosion impacts along recreational trails, and to advocate for a clean river and a healthy lifestyle.

This week-long event will not only promote a clean and healthy Cahaba but will also connect a wider audience with the Cahaba River Society, with CRS's partners and sponsors, and with the global anti-litter and recycling campaign. Earth Week 2023 is a prime opportunity for partners and sponsors to join the worldwide push for clean waterways.

Each day, teams will patrol various segments of river either on foot or by canoe. Throughout the week, participants will learn about the Cahaba, its unique standing as one of the most biodiverse rivers of its size in the country, and the challenges that it and waterways throughout Alabama. Participants will also become familiar with the organizations which tackle these challenges each day and their corporate sponsors who help these vitals organizations to accomplish their goals.

About the Cahaba River Society

The Cahaba River Society is recognized nationally for river stewardship and as a leader promoting climate-resilient solutions for growing southeastern communities. In addition to our Water-Smart Growth program and CLEAN education program, we work to improve local, state and federal water quality protections, restore freshwater habitat, promote recreation, greenways and economic growth from tourism, and encourage volunteer river restoration and stewardship. We are committed to the values of **education** to build knowledge and commitment to act, **collaboration**, which is essential to achieve real and lasting **stewardship** of the Cahaba, and, most importantly, **integrity** to build the trust and relationships that yield collaboration.

Cahaba River Society serves not only the population of the Cahaba watershed but all people living and working in the Birmingham metropolitan area. The Cahaba is the main drinking water source for the Birmingham Water Works Board, which serves about one-fifth of Alabama's people. This "peopleshed" of residents and businesses who depend on and value the Cahaba River encompasses over a million people. In addition, we work with many statewide partners to strengthen water resource protection policies at the state level benefiting all the people of Alabama. While the bulk of our members live in the watershed or "peopleshed," we also have the support of many members throughout the state and across the nation who value the Cahaba River and believe in our work.

Our work also serves the diverse freshwater creatures who depend on the Cahaba. The Cahaba has more species of fish per mile than any other river in North America and is considered to be nationally and globally significant for freshwater biodiversity by conservation groups such as The Nature Conservancy and The World Wildlife Fund.

Earth Week 2023 Clean-Up

River Clean-Up & Anti-littering/Recycling Event

What

A weeklong stewardship event on the Cahaba River - Alabama's longest remaining free-flowing river and the "biological heart" of America's Amazon.

Why

To restore natural beauty and reduce pollution of this iconic river (and a primary source of Birmingham's drinking water) while educating the public about reducing litter and encouraging recycling.

When

Earth Week. April 17th-21st, 2023. Start times vary from site to site.

Where

Five stretches of the Cahaba River from Trussville to Hoover. We will be highlighting the Cahaba's ultimate online trip planning tool, the Cahaba Blueway.

Who

Cahaba River Society, volunteers, community and corporate sponsors and partners.

How

With your help! This event would not be possible without the generosity of supporters like you.

For more information, please contact:
Wil Rainer
Field Programs Director, Cahaba River Society
(205)322-5326 x420
wilr@cahabariversociety.org

2023 EARTH WEEK CLEAN-UP

Sponsorship Packages

Day Sponsor

\$1000

- 6 complimentary spots (3 boats) on a scheduled CRS recreational canoe trip
- Primary Day Logo on t-shirt and recognition on event webpage, in all print, and other media associated with the event
- The use of event materials in your company advertising (wording approved by CRS)
- Other potential advertising opportunities

Corporate Sponsor

\$500

- 4 complimentary spots (2 boats) on a scheduled CRS recreational canoe trip
- Logo on t-shirt and recognition on event webpage, in all print, and other media associated with the event
- The use of event materials in your company advertising (wording approved by CRS)
- Other potential advertising opportunities

Educational Program Partner

\$250

- 2 complimentary spots (1 boat) on a scheduled CRS recreational canoe trip
- Logo on t-shirt and recognition on event webpage, in all print, and other media associated with the event
- The use of event materials in your company advertising (wording approved by CRS)
- Other potential advertising opportunities

For more information, visit www.cahabariversociety.org.

Thank you in advance for your consideration and support of the Cahaba River Society!



2023 EARTH WEEK CLEAN-UP

Sponsorship Agreement

Company Information

Company Name _____

Address _____

City/State/Zip _____

Main Contact/Title _____

Email _____

Phone _____

Sponsorship Commitment

Complete applicable items:

Sponsorship at the \$ _____ level (cash or in-kind donation)
Description of in-kind donation _____

Swag for Volunteer Bags with estimated value of \$ _____
Description of Item(s) _____

Prizes for Award Winners with estimated value of \$ _____
Description of Item(s) _____

Payment Information

Payment for sponsorship fees must be submitted with this form. Please make checks payable to Cahaba River Society and mail this agreement to:

Cahaba River Society / Attn: Earth Week 2023
2717 7th Avenue South, Suite 205
Birmingham, Alabama 35233

Checklist: What to return to CRS

- Completed Sponsorship Agreement with Payment**
Mail to the above address or email to *caseyl@cahabariversociety.org*

- Promotional Materials**
Company logo (300 dpi) and brief corporate description (optional) by **March 30, 2023**