



April 2024
SPONSORSHIP OPPORTUNITIES



Cahaba River Ramble

Trail Run & Conservation Outreach Event

to benefit the Shane Hulsey CLEAN Environmental Education Program

About the Cahaba River Ramble

The Cahaba River Ramble Trail Race, held each spring, is a spectacular array of races including a 5k and a 10-mile trail race along the “biological heart” of Alabama’s longest remaining free-flowing river, the Cahaba, and is the primary annual fundraiser for our CLEAN Environmental Education Program. Located at Cahaba River Park in Shelby County, this event is beautifully located along the Cahaba

About the Cahaba River Society

The Cahaba River Society (CRS) is recognized nationally for river stewardship. Our mission is *to restore and protect the Cahaba River watershed and its rich diversity of life. With values of education, collaboration, stewardship, and integrity, our program focus is educating future and current community leaders, promoting sustainable development for stormwater management and drinking water efficiency, improving water quality protections at the local, state and federal level, restoring habitat for freshwater life, promoting recreation, greenways and economic growth centered on tourism, and encouraging stewardship of creation with interfaith partners.*

The Cahaba River is the heart of Alabama’s globally-significant biodiversity and imperiled freshwater life and a major drinking water source for the Birmingham Water Board, serving nearly a fourth of Alabamians. The Cahaba is named in the National Geographic College Atlas of the World 2007 as a global superlative for biodiversity because it has more fish species per mile than any other river in North America.

About the Shane Hulsey CLEAN Environmental Education Program

The CLEAN program provides students with hands-on science activities in community rivers that engage them in fun, healthful outdoor play while giving them knowledge, personal connection and commitment to healthy water resources. This is crucial if we are to raise the next generation of wise water stewards and reverse “nature deficit disorder” and inactivity trends that threaten their lifelong health. CLEAN takes youth, our future leaders, on the Cahaba, teaches the science that underpins stewardship, and increases their desire for active outdoor play in our abundant water resources. CLEAN engages youth and adult volunteers in river restoration projects such as cleanups, removal of streamside invasive plants and replanting with natives. CLEAN has taken more than 50,000 students and teachers into the Cahaba since 1996!

2024 Cahaba River Ramble

Trail Run & Conservation Outreach Event

to benefit the Shane Hulsey CLEAN Environmental Education Program

What

A spectacular 5k (3.1 mile), and 10 mile trail race through the "biological heart" of Alabama's longest remaining free-flowing river, the Cahaba River Park in Shelby County

Why

To benefit the Shane Hulsey CLEAN Environmental Education Program of the Cahaba River Society

When

Saturday, April 20, 2024.

Check-in/on-site registration begins at 7:00 am. Race begins at 8:00 am.

Where

Cahaba River Park in Shelby County, 2793 River Rd, Helena, AL 35080

Who

Experienced trail runners will enjoy a very challenging ~10 mile course, while newcomers and youth can get their feet wet by opting for the short 3.1 mile course. Bring the whole family to enjoy a day of play in the river and exploration of this beautiful park.

How

With your help! This event would not be possible without the generous support of corporate friends.

For more information, please contact:

Casey Laycock

Race Coordinator & Director of Development, Cahaba River Society

346-600-5806

caseyl@cahabariversociety.org

2024 Cahaba River Ramble

Corporate Sponsorship Packages

Corporate Sponsor

\$1,000

- 4 complimentary spots (2 boats) on a scheduled 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

Corporate Friend

\$500

- 2 complimentary spots (1 boat) on a scheduled 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

- 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!

2024 Cahaba River Ramble

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 Runner Bags 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: Cahaba River Ramble
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 31, 2024.**