



Connecticut River  
Conservancy

28th Annual

# Source to Sea Cleanup

September 27-28, 2024

## Sponsor Benefits Package

Connecticut River  
Conservancy's

Source  
to Sea  
CLEANUP

### About the Cleanup

The Connecticut River Conservancy's Source to Sea Cleanup is one of the nation's largest river cleanups with thousands of participants working throughout the Connecticut River watershed in NH, VT, MA, and CT. Each fall, volunteers set out on foot or by boat to remove tons of trash and debris from the Connecticut River, tributaries, parks, and streets.

Over 27 years, volunteers have removed more than 1,107 tons of trash from our rivers. This would not be possible without the support of business leaders like YOU.

Our corporate volunteers and sponsors come back year after year to a high quality and fun experience with real results, high visibility, and recognition.



#### Cleanup History:

**42,445 Volunteers**

**1,107 Tons of Trash Removed**

**13,985 Tires Retrieved**

### Cleanup Priorities

- \* Effectively and safely remove all manner of trash and debris
- \* Support solutions to illegal dumping and litter
- \* Create meaningful opportunities for volunteers that benefit cleaner, healthier rivers
- \* Engage community members to stay involved with CRC's education and trash advocacy campaigns

### Why Sponsor?

- \* Demonstrate your commitment to the environment
- \* Increase your business exposure through generous media coverage and other promotion
- \* Provide your employees with an engaging and meaningful team-building opportunity
- \* Be part of the solution!



To learn more about sponsorship opportunities, please contact Brett Morrison at 413-772-2020, ext. 218 or [bmorrison@ctriver.org](mailto:bmorrison@ctriver.org)

## 2024 Sponsor Benefits Chart

As a **Source to Sea Sponsor**, you demonstrate your commitment to your employees, your community and to the environment. You will be recognized with the following benefits:

	Lead Sponsor \$15,000	Watershed Sponsor \$10,000	River Sponsor \$5,000	Tributary Sponsor \$2,500	Stream Sponsor \$1,000
Media Recognition	✓				
CRC Staff Presence at Your Cleanup	✓				
Virtual Lunch & Learn	✓	✓			
Social Media Shoutout	✓	✓	✓		
Annual Report Web listing	✓	✓	✓		
Promotional Posters	✓	✓	✓	✓	
E-news Recognition	Profile & Logo	Prominent logo	Logo	Listing	Listing
Volunteer Apparel	Prominent logo	Logo	Listing	Listing	Listing
Cleanup Chronicle	Profile & Logo	Profile & Logo	Logo	Logo	Listing
Website Recognition	Large Logo	Logo	Logo	Listing	Listing
Cleanup Site for Your Team	✓	✓	✓	✓	✓
Source to Sea Logo Use	✓	✓	✓	✓	✓

It's quick & easy to [make your commitment online](#)

### Priority Sponsor Deadline: May 31st

The Connecticut River Conservancy is a tax-exempt 501(c)(3) organization (EIN: 04-2148397).

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## 2023 in Brief

**34.2** Tons of Trash Removed

**26** Corporate Sponsors

**132** Cleanup Groups

**1,251** Volunteers



## Sponsorship Benefits Your Company

### Enhanced Media Coverage

The Source to Sea Cleanup earns media coverage in print, radio, television, on-line, and through social media in local, regional and national outlets. Some of these outlets include Boston Sunday Globe, Hartford Courant, Burlington Free Press, Springfield Republican, Valley Advocate, Brattleboro Reformer, Keene Sentinel, Greenfield Recorder, and more. Radio coverage reaches approximately 200,000 weekly listeners on WRSI-The River, regional NPR networks, iCRV, and more.

**All Sponsors receive promotion in our press releases to local and regional news outlets in CT, MA, NH, and VT. Lead sponsors receive top billing.**

### Visibility of Your Environmental Values

This event gives sponsors valuable exposure. Highlight your values and connect your business to a thoughtful, engaged and influential constituency that participates in environmental action.

**Volunteers will see your name in CRC's eNews and social media, and wear your company name on their t-shirts!**

### Employee Engagement

Expand your impact by engaging your staff in the Cleanup. In a typical year, 20-25 sponsors organize a Cleanup day for their employees. We'll work with you to help organize your team, identify an appropriate cleanup site, and provide talking points for you to share with your group on Cleanup day.

**Inspire your staff with a CRC-led virtual lunch and learn. We'll provide an introduction to the Cleanup with interesting facts about the river (Lead & Watershed sponsors).**

**You can request an experienced staff or board member to join you at your event to help ensure a great experience for your team.**

“Eversource is proud of our long history with the Connecticut River Conservancy and supporting its annual Source to Sea Cleanup. Eversource employees are committed to improving the communities where we live and work by rolling up our sleeves to collect debris from the Connecticut River and tributaries. We are thrilled to support this event each year in locations across our three-state service territory and we are thankful to CRC for the work they do to protect the watershed. ”

– Hayley Dunn, Eversource Corporate Citizenship Manager

# YES! We want to sponsor the 28th Annual Cleanup!

It's quick & easy to [make your commitment online](#)

Company Name (as you would like it to appear in print/online materials): \_\_\_\_\_

Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

If not yourself, who would you like to receive formal acknowledgement of this sponsorship? Please provide name, title, email:

\_\_\_\_\_

Sponsorship Level	Contribution	
Lead Sponsor \$15,000	\$ _____	<b>Please mail this form with your payment by 5/31 to:</b>  <b>Connecticut River Conservancy</b> 15 Bank Row Greenfield, MA 01301 ATTN: Source to Sea Sponsorship
Watershed Sponsor \$10,000	\$ _____	
River Sponsor \$5,000	\$ _____	
Tributary Sponsor \$2,500	\$ _____	
Stream Sponsor \$1,000	\$ _____	
Supporter <\$1,000	\$ _____	
<b>Method of Payment:</b>		<b>Please contact us at:</b>
Please send me an invoice		<b>Brett Morrison</b> 413-772-2020 x 218 bmorrison@ctriver.org with any questions  <i>Email required for processing credit cards. Please include above.</i>
Check enclosed		
Credit card # _____		
Exp. Date (mm/yy) _____/_____, CVC # _____		
Name as it appears on card _____		
Signature _____ Date _____		

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Get more information at [ctriver.org/cleanup](http://ctriver.org/cleanup)

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