

*Special 30th Anniversary*

# Source to Sea Cleanup September 2026

## Sponsor Benefits Package



Connecticut River  
Conservancy

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 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.

**In 2026, the primary weekend of activity will be September 18-19<sup>th</sup>, however individual groups may choose a nearby date that works best for them.**

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 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 programs to support clean water and healthy habitats

### Celebrate 30 Years of Impact!

2026 will be the 30<sup>th</sup> anniversary of the Source to Sea Cleanup, and a unique opportunity to make an even bigger splash.

You can demonstrate your commitment to the environment, increase exposure through generous media coverage and other promotion, provide your employees with an engaging team-building opportunity, and have a positive story to highlight to your customers and community.



### Cleanup History:

**46,274 Volunteers**

**1,182 Tons of Trash**

**Removed 14,856 Tires**



To learn more about sponsorship opportunities, please contact  
Mary McCaughey at (413) 515-0710 or [mccaughey@ctriver.org](mailto:mccaughey@ctriver.org)

## 2026 Sponsor Benefits Chart

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



**Presenting Sponsors will receive TOP RECOGNITION in all marketing, communications, and social media for this celebratory 30<sup>th</sup> anniversary year, as well as all the benefits below.**

Presenting Sponsor \$30,000	Watershed Sponsor \$15,000	River Sponsor \$10,000	Tributary Sponsor \$5,000	Stream Sponsor \$3,000	Ripple Effect Sponsor \$1,000
Media Recognition	✓				
CRC Staff Presence at Your Cleanup	✓				
Virtual Lunch and Learn	✓	✓			
Social Media Shoutout	✓	✓	✓		
Annual Report Listing	✓	✓	✓		
Promotional Posters	✓	✓	✓	✓	
Volunteer Apparel	Profile & Logo	Prominent logo	Logo	Listing	
E-News Recognition	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	✓	✓	✓	✓	✓

Sponsorship helps fund all the essential cleanup supplies, T-shirts for volunteers, registration platform, and other necessities that make this popular and highly successful event possible. THANK YOU!



It's quick & easy to **make your commitment online** at [ctriver.org/cleanup-sponsor](https://ctriver.org/cleanup-sponsor)

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

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## 2025 in Brief

71K lbs. of Trash Removed

25 Corporate Sponsors

2,029 Volunteers

82 Miles Cleaned



“USA Waste & Recycling and All American Waste are proud to serve as the Presenting Sponsor of the Connecticut River Conservancy's annual Source to Sea Cleanup. This event has become a meaningful tradition for our companies, and our employees look forward to joining the effort year after year.

Our experience with the Source to Sea Cleanup has been consistently positive, bringing our team together with local volunteers to make a real difference for the Connecticut River watershed. We value this long-standing partnership and are grateful for the opportunity to help protect and care for the communities and environment we all share.”

— Jon Locke, USA Waste & Recycling/All American Waste

## Sponsorship Benefits For Your Company Via Enhanced Media Coverage

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

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

## Visibility of Your Environmental Values

Highlight your values and connect your business to a thoughtful, engaged, and influential constituency that participates in environmental action. This event gives sponsors valuable exposure, and you'll receive a media kit to support your own communications.

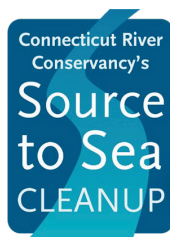
**Volunteers will see your name in CRC's eNews and social media, and wear your company name on their t-shirts!**

## 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 and help ensure a great experience for your team.**



*Clean Water. Healthy Habitats. Resilient Communities.*

**Connecticut River Conservancy**

# YES! We want to sponsor the 30th 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

Presenting Sponsor \$30,000	\$ _____
Watershed Sponsor \$15,000	\$ _____
River Sponsor \$10,000	\$ _____
Tributary Sponsor \$5,000	\$ _____
Stream Sponsor \$3,000	\$ _____
Ripple Effect Sponsor \$1,000	\$ _____
Supporter <\$1,000	\$ _____

Please mail this form with your payment by 5/31 to:

**Connecticut River Conservancy**  
15 Bank Row  
Greenfield, MA 01301  
ATTN: Source to Sea Sponsorship

## Method of Payment:

- ☐ Please send me an invoice
- ☐ Check enclosed
- ☐ **Credit card - use our [online form](#)**



## Please contact us at:

Mary McCaughey  
(413) 515-0710  
[mccaughey@ctriver.org](mailto:mccaughey@ctriver.org)  
with any questions

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

**Find more information or sign up online at [ctriver.org/cleanup](https://ctriver.org/cleanup)**

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