

Great Sierra River Cleanup

Sponsorship Information

The Great Sierra River Cleanup is the largest volunteer event in the Sierra Nevada Region and sponsors are the backbone supporting thousands of volunteers working in 22 counties. Our sponsors lend strength and stability to the Great Sierra River Cleanup and provide invaluable financial and promotional support, as well as committed volunteers. Sponsorship ensures the ongoing success of this exceptionally important effort.

During the first six years of the Great Sierra River Cleanup, more than 24,000 volunteers joined together to remove almost 700 tons of trash from watersheds throughout the Sierra Nevada. Community groups spread out across 22 counties and over 2,200 river miles to pull everything from appliances to cigarette butts from the rivers and streams of the Sierra Nevada. This year stands to be another fruitful year.

This special event is an opportunity for your organization to partner with a highly visible effort that is not only prominent in California and the Sierra region's media calendar, but also aligns sponsors with efforts to help steward our waterways, a cause Californians embrace. The Great Sierra River Cleanup also offers you a chance to encourage employee participation in a service event that can connect your organization to the community in which you live and work.

This is an exceptional opportunity to become a sponsor of a tremendously important event, realize immediate benefits of sponsorship, and align yourself with an event that has impacts from the Sierra to the sea!

Sponsor Benefits

(exposure dependent on sponsor level)

- Identify your organization as a supporter and protector of rivers and creeks throughout the Sierra Nevada.
- Enhance visibility with sampling opportunities in front of thousands of volunteers at our Great Sierra River Cleanup event.
- Realize cross-promotional opportunities with media sponsors and other sponsors.
- Gain exposure on collateral materials including Great Sierra River Cleanup poster, brochure, T-shirts, the Great Sierra River Cleanup Web site, and social media.



"The Great Sierra River Cleanup is the premier volunteer effort in the Sierra Nevada and involves thousands of volunteers throughout the Sierra.

It's a great way for communities to come together and work to protect our magnificent Sierra rivers."

Jim Branham, Executive Officer,
Sierra Nevada Conservancy

Annual Exposures Include:

22 Sierra counties ● 60 Sierra organizations ● Hundred of posters and T-shirts distributed statewide ● 5,000 volunteers
Thousands of social media and web page views ● Sierra-wide media coverage ● Gain significant exposure at the Capitol.

This event is widely promoted to legislators and other agencies in Sacramento. Legislators regularly participate in this annual event.

Sponsorship Levels

WATERSHED SPONSOR \$10,000

Benefits for Watershed Sponsors include ALL benefits of the River Level PLUS:

- Sponsor banners provided by the Great Sierra River Cleanup at each of the site locations chosen for sponsor participation
- Exclusive work with the Great Sierra River Cleanup staff to develop one unique Great Sierra River Cleanup branding opportunity, such as exclusive sponsorship of an Annual Most Unusual Item contest
- Prominent positioning of name or logo in newspaper, radio, and TV promotional advertisements (as allowed)
- Exposure in public service broadcast time or print space donated by media sponsors

RIVER SPONSOR \$5,000

Benefits for River Sponsors include ALL benefits of the Lake Level PLUS:

- Large logo representation on collectible Great Sierra River Cleanup Poster and T-shirt
- Prominent acknowledgement on the Great Sierra River Cleanup Web site with a link from your logo to your homepage
- Large logo included on Great Sierra River Cleanup brochures and postcards
- Inclusion of sponsor name in all written public notifications including statements and releases

LAKE SPONSOR \$2,500

Benefits for Lake Sponsors include ALL benefits of the Stream Level PLUS:

- Medium logo representation on collectible Great Sierra River Cleanup poster and T-shirt
- Medium logo included on Great Sierra River Cleanup brochures and postcards
- Sponsorship recognition in promotional print and radio ads as well as public service ads generated by media sponsors (as permitted)

STREAM SPONSOR \$1,000

Benefits for Stream Sponsors include:

- Small logo representation on collectible Great Sierra River Cleanup poster and T-shirt
- Acknowledgement on Sponsors page on Cleanup Web site and on social media
- Small logo included on Great Sierra River Cleanup brochures and postcards
- Opportunities to provide product samples to Great Sierra River Cleanup volunteers on event day (as permitted locally)
- Presence at one Cleanup site of your choosing for staff volunteer participation

FOR MORE INFORMATION: If you are interested in becoming a Sponsor of the Great Sierra River Cleanup, please contact Marji Feliz at (530) 823-4679 or marji.feliz@sierranevada.ca.gov

TO SUPPORT the Great Sierra River Cleanup, please make checks out to *Friends of the Sierra* and mail to:
Friends of the Sierra
c/o Resources
Legacy Fund
Foundation
555 Capitol Mall
Suite 1095
Sacramento, CA
95814



Great Sierra River Cleanup 2015

About the Great Sierra River Cleanup Event:

The Sierra Nevada Conservancy (SNC) is sponsoring the seventh year of the Great Sierra River Cleanup, the largest volunteer effort in the Sierra Nevada. Thousands of volunteers will join together to clean and restore the rivers of the Region, collecting thousands of pounds of trash -- everything from bags and beverage containers, to tires and cigarettes.

- The event, which is coordinated by the SNC annually, will be held on Saturday, September 19, from 9 AM to noon in partnership with California Coastal Cleanup Day.
- Cleanup events are planned for the American River, Cosumnes River, Kings River, Merced River, Mokelumne River, Owens River, Sacramento River, San Joaquin River, Bear River, Truckee River, Tuolumne River, Stanislaus River, Kern River, Yuba River, and Lake Tahoe.
- Interested host groups should visit: www.sierranevada.ca.gov to join in. More than 60 different organizations coordinate local cleanup events throughout the Region, ranging from Redding to Fresno.

Importance of the Great Sierra River Cleanup Event:

During the first six years of the Great Sierra River Cleanup, nearly 24,000 volunteers banded together to remove almost 700 tons of trash and recyclables from watersheds that supply the State of California with more than 60 percent of its water. However, this event is about much more than picking up trash. It's a day for Sierra communities – and those from all over California – to demonstrate their desire for clean water and healthy rivers. This effort, in partnership with California Coastal Cleanup Day, serves to promote good stewardship on all of our waterways, from the Sierra to the sea.

For more information, please visit www.sierranevada.ca.gov.

NEWS RELEASE

For Immediate Release:
September 20, 2014

Contact: Brittany Covich (530) 823-4686
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Marji Feliz (530) 823-4679
mfeliz@sierranevada.ca.gov



55 tons of trash removed during the 6th Annual Great Sierra River Cleanup

Auburn — An eager and willing 4,460 volunteers showed up to participate in the sixth annual Great Sierra River Cleanup today. Preliminary results reveal that an impressive 55 tons of bottles, cans, appliances, car parts and other debris were pulled from California's drought-stricken waterways during the event. The Great Sierra River Cleanup is sponsored by the Sierra Nevada Conservancy (SNC) in partnership with nearly 60 community organizations at over 100 sites throughout the Sierra Nevada. (A full list of sites and participating organizations can be found on the SNC Web site: www.sierranevada.ca.gov.)

Volunteers flocked to beaches and riverbanks, teaming up to collect a wide variety of garbage that would otherwise remain in the rivers, lakes, and streams. Some of the more interesting items removed during this year's cleanup include a rubber ducky dressed as a hockey player, a master cylinder for a 1933 truck, a Barbie doll arm, a Bullwinkle Moose stuffed animal, and Christmas tree lights.

"The Sierra Nevada region provides more than 60% of California's developed water supply, and is the primary source of water flowing in to the Delta," said SNC Assistant Executive Officer, Joan Keegan. "Every piece of trash our volunteers remove helps to keep California's water clean."

This year sixteen members of the Assembly and Senate showed their support for a clean water source by signing up as co-chairs of the event. These elected officials represent communities in the Central Valley, the Delta, the coast, and the mountains, all of whom rely on the Sierra Nevada for portions of their water supply.

Senators

- Ted Gaines (R – Rocklin)
- Fran Pavley (D – Agoura Hills)
- Ellen Corbett (D—Pleasanton, Alameda, Fremont)
- Jim Nielsen (R—Redding, Yuba City)

Assembly Members

- Luis Alejo (D-Salinas)
- Connie Conway (R – Tulare)
- Beth Gaines (R – Roseville)

- Richard Gordon (D – Menlo Park)
- Adam Gray (D – Merced)
- Jim Patterson (R – Fresno)
- Henry Perea (D – Fresno)
- Ken Cooley (D – Rancho Cordova)
- Joan Buchanan (D—Livermore)
- Richard Pan (D—Elk Grove)
- Rob Bonta (D—Oakland)
- Susan Talamantes-Eggman (D—Stockton)
- Tom Ammiano (D—San Francisco)

The Great Sierra River Cleanup combines with the annual Coastal Cleanup Day each year to become the largest single-day volunteer event in California. This partnership serves to promote good stewardship of all of our watersheds, from the source to the sea.

The Great Sierra River Cleanup would not be possible without the hard work of thousands of volunteers, dozens of local community groups, and the following supporters: the California Coastal Commission, the California Conservation Corps, Sierra Nevada Brewing Company, Camp-California, California Ski Industry Association, YubaNet.com, SMUD, Sierra Pacific Industries, Sierra Heritage Magazine, the California Department of Fish and Wildlife, and Adventure Sports Journal.

About the Sierra Nevada Conservancy

Created in 2004, the Sierra Nevada Conservancy (SNC) is a state agency whose mission is to improve the environmental, economic, and social well-being of the Sierra Nevada Region. The SNC has awarded over \$50 million in grants for projects to protect and enhance the health of California's primary watersheds by improving forest health, remediating mercury contamination from abandoned mines, protecting critical natural resources and reducing the risk of catastrophic wildfire. Funding for these projects comes from Proposition 84 passed by voters in 2006.

The Sierra Nevada Region spans 25 million acres, encompasses all or part of 22 counties, and runs from the Oregon border on the north, to Kern County on the south.

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GREAT SIERRA RIVER CLEANUP

**SATURDAY,
SEPT. 20, 2014
9AM-NOON**

A project of the Sierra Nevada Conservancy
in coordination with the California Coastal
Cleanup Day

