

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 five years of the Great Sierra River Cleanup, nearly 19,000 volunteers joined together to remove almost 600 tons of trash from watersheds throughout the Sierra Nevada. Community groups spread out across 22 counties and over 1,700 river miles to pull everything from appliances and cigarette butts to baby diapers and beverage cans 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 and the Great Sierra River Cleanup Web site.



"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 ● 100 Sierra organizations ● Hundred of posters and T-shirts distributed statewide ● 4,000 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 webpage on Cleanup Web site
- 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 mfeliz@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 2014

About the Great Sierra River Cleanup Event:

The Sierra Nevada Conservancy (SNC) is sponsoring the sixth year of the Great Sierra River Cleanup. The event will be the largest volunteer effort in the Sierra Nevada, where thousands of volunteers will join together to clean and restore the rivers of the Region. Thousands of pounds of trash will be collected during the Great Sierra River Cleanup, including everything from bags and beverage containers, to tires and cigarettes. Additional event details include:

- The event, which is coordinated by the SNC annually, will be held on Saturday, September 20, from 9 AM to noon in partnership with the California Coastal Cleanup Day.
- Cleanup events will be held along the American River, Cosumnes River, Pit River, Kaweah River, Kings River, Merced River, Mokelumne River, Owens River, Sacramento River, San Joaquin River, Bear River, Truckee River, Tuolumne River, Stanislaus River, the Yuba River and Lake Tahoe.
- Interested volunteers should visit: <http://www.sierranevada.ca.gov> to find a cleanup site. More than 50 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 five years of the Great Sierra River Cleanup nearly 19,000 volunteers joined together to remove almost 600 tons of trash and recyclables from watersheds that supply the State of California with 60% 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 the 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:
Sept. 21, 2013

Contact: Pete Dufour (530) 823-4668
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Marji Feliz (530) 823-4679
mfeliz@sierranevada.ca.gov



61,500 Pounds of Trash Removed Today During the Fifth Annual Great Sierra River Cleanup

Auburn — About 3,100 volunteers collected approximately 61,500 pounds of bottles, cans, appliances, car parts and other debris during the fifth annual Great Sierra River Cleanup today. The event is sponsored by the Sierra Nevada Conservancy (SNC) in partnership with almost 60 community organizations at nearly 110 sites throughout the Sierra Nevada.

(A full listing can be found on the SNC Web site: www.SierraNevada.ca.gov.)

“Some 23 million Californians get their water from the Sierra, so it is gratifying that so many volunteers take part in cleaning up our rivers, lakes and streams,” said SNC Executive Officer, Jim Branham. “In five years the Great Sierra River Cleanup has removed 580 tons of trash and debris from our watersheds.”

The event combines with the annual Coastal Cleanup Day each year to become the largest single-day volunteer event in California. This event is made possible by the hard work of hundreds of local nonprofit organizations and government agencies throughout the state and thousands of volunteers annually.

Volunteers scoured beaches and riverbanks to collect litter and larger items left behind by residents of and visitors to the Sierra. Some of the more interesting items removed during this year’s cleanup include a blue plastic dinosaur, a pink flowered tiara, an unopened package of ham, and a baby stroller with a demon mask attached to it.

Thirteen members of the state Legislature signed on as co-chairs of the event this year.

Senators

- Jean Fuller (R – Bakersfield)
- Ted Gaines (R – Rocklin)
- Fran Pavley (D – Agoura Hills)
- Lois Wolk (D – Davis)

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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)
- Kristin Olsen (R – Modesto)

Sponsors include Pacific Gas and Electric Company, the California Coastal Commission, Camp-California, California Ski Industry Association, SMUD, YubaNet.com, Caltrans, Sierra Heritage Magazine, Sierra Pacific Industries, and The Nature Conservancy.

About the Sierra Nevada Conservancy, Governing Board

Created in 2004, the Sierra Nevada Conservancy is a state agency whose mission is to improve the environmental, economic, and social well-being of the Sierra Nevada region. The SNC, which receives no general fund tax dollars, has awarded approximately \$50 million in grants for projects including fuels reduction, conservation easements and acquisitions, and watershed and habitat restoration. Funding for these projects comes from Proposition 84 passed by voters in 2006.

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GREAT SIERRA RIVER CLEANUP

SATURDAY, SEPT. 21, 2013

9AM-NOON



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