



## Sponsorship levels

Sponsoring the Race for the Rivers and Clean Water Challenge presents a special opportunity for area, regional and national businesses to visibly demonstrate their commitment to the community and the environment. Each level of sponsorship advances our mission to conserve natural resources, encourage sound management of the area's watersheds and protect the quality of life for all citizens. **Donations of any size are welcomed and valued.**

Sponsorships are available in 4 categories:

- (1) **Puddle Jumpers** (up to \$400)
- (2) **Peruque Club** (\$400 to \$500)
- (3) **Femme Osage Group** (\$500 to \$1000)
- (4) **Missouri River Group** (> \$1000)

### **Puddle Jumpers (\$400 or less)**

Puddle Jumpers is a designation for general donations to Race for the Rivers support which is not attached to any of the other special categories below.

Puddle Jumper sponsors would enjoy these benefits:

- Sponsor's name or logo printed on the official Race for the Rivers Race Jersey
- Sponsor's logo on the Race for the Rivers Website
- Booth space at the Race for the Rivers Festival
- inclusion of materials in the goody bag
- access to a 10 x 10 festival spot (reservations requested prior to the close of vendor applications and a separate vendor information form will need to be submitted.)
- Other considerations may be discussed directly with the R4R sponsorship committee

#### A. **Volunteer Sponsor**

This is a great opportunity for your non-profit organization or small business to support the Race for Rivers while making your name and logo visible. This in-kind donation requires 8 dedicated volunteer hours from members of your organization.

#### B. **Team Sponsor (\$100 +)**

Team sponsors may make arrangements with individual teams or the R4R committee

can connect you with a team. A minimum obligation for a team sponsor is to pay the minimum pledge. Logos on boats and gear are to be arranged between the sponsor and the team. Team sponsor status with recognition on the website requires an additional \$100 pledge.

**C. Table sponsor (\$100 or in-kind donation)**

A Table Sponsor supports the rental of a table and chairs in the food area, beer garden area or comfort station. Your logo will appear on a sign on each table you sponsor.

In-kind donation includes but not limited to:

- Table and chair rental
- Festival supply donation
- Food donation
- 8 dedicated volunteer hours (trash collection/gate guard/clean up/tear down)

**D. Trail Rider Sponsor (\$100 or in-kind donation)**

This is a new category of sponsor for 2011. A trail rider sponsor supports the rider safety net for the first ever Race for the Rivers Katy Trail Family ride. Your logo will appear on materials associated with the Trail ride as well as on the official race jersey.

In-kind donation includes but not limited to:

- Bikes and riders to provide support to racers
- Tool kits and or emergency repair supplies
- Water and food for riders at ride waystations

**Peruque Club (\$400 to \$500)**

All of the Puddle Jumper benefits plus:

- Sponsor's name included in event promotional materials such as the poster (750 distributed)
- Sponsor's name printed in the Race Day Program distributed to all participants.
- Prime booth space at the Race for the Rivers Fair.
- Acknowledgement at the post-race awards ceremony.
- One free membership in Greenway Network.

**A. Golf Cart Sponsor (\$500 or in-kind)**

Your Sponsorship will include a sign with your logo on the cart.  
In-kind includes but not limited to:

- Loan of cart
- Secure area for storing cart overnight
- Trash service

**B. Pledge Leader Sponsor \$500 or in-kind**

The purpose of the pledge leader competition is to encourage teams to seek pledges. Pledges are the largest source of funds raised for our clean water efforts. Past pledge leader prizes have included personal floatation devices, outdoor gear, paddle gear, wine, art and hotel stays. Be creative in donating something that highlights your business as these prizes are frequently used to encourage pledge competitions.

**C. Helmet Safety Sponsor \$500 or in-kind**

The purpose of the helmet safety sponsor is to provide helmets and other services necessary to insure that children participating in the trailride have adequate safety gear.

In-kind includes but is not limited to:

- Volunteer support for the safety inspection team
- Donation of helmets

**Femme Osage Club (\$500 to \$1000)**

Femme Osage sponsors would enjoy all of the benefits of lower category sponsors plus:

- Sponsor's name on the **Race for the Rivers** press release.
- Free distribution of Sponsor's promotion material in the Race day goody bag.
- Sponsor's name on the Race for the Rivers Brochure.

**A. Comfort Station Sponsor**

Provides area near boat corral for racers and patrons to cool off  
In-kind donation includes but not limited to:

- Tent donation
- Cooling station donation or rental
- Supplies including ice packs, coolers, bottled water or water cooler, first aid supplies
- Volunteer hours staffing station

**B. CWC starting/R4R sponsor \$1000 or in kind**

Purpose is to provide for the comfort and convenience of the CWC racers at the start of the event. In-kind includes but is not limited to:

- Healthy snack for racers
- Transportation for boats and people
- Shuttle service to between trailhead and boat ramp
- Boat numbers

**C. Support Boat Sponsorship \$1000 or in-kind**

These support boats provide for the safety of our racers while they are on the river.

Our support boats and captains typically donate their time, equipment and gas to the effort. Your contribution will make it easier for these folks to do their job and insure a safe and fun race for everyone. The support boats are usually tied up at the festival site (weather and river conditions permitting) and viewers will see them coming toward the festival grounds. In kind includes but not limited to:

- Providing boat and captain
- Providing gas or gas cards
- Transportation for boats and captains
- Providing water and other material support to boats
- Providing meals or other benefits to captains and crews

**D. Boat Corral Sponsor >\$1000**

Provides for tents/chairs and security for canoes and kayaks as they come off the river. We can also discuss opportunities for a fan viewing area or a premium fan viewing area.

In-kind donation includes but not limited to:

- Tent including setup
- Chair or viewing stand rental
- Volunteer hours monitoring corral and assisting racers with boats

### **Missouri River Group (> \$1000)**

Missouri River Group sponsors would enjoy all of the benefits of lower category sponsors plus:

- A display area in the Race for the Rivers Festival. You may display your product or service here. Dardenne Level sponsors may have special promotions or giveaways especially for Race for the Rivers.
- Sponsor acknowledged in the Greenway Network Newsletters (500 recipients) over the next year.
- Sponsor's name on the Sponsor Banner prominently displayed on race day.
- Sponsor's name on exclusive Race Souvenir (space permitting) distributed to all pre-registered participants and a paragraph-long profile of sponsor's business/product in Race day Program.
- One additional membership in Greenway Network.

#### **A. Children's Area Sponsor \$2000 or equivalent in kind**

This area provides for the education and entertainment of the children of the racers and patrons as they await the arrival of the boats. Donations for this area are used to purchase the materials and supplies needed as well as to develop quality educational lessons. In-kind donations include but are not restricted to:

- Lesson creation, Materials and supplies,
- Volunteer hours to create and operate a complete activity in the area
- Donation/loan of tents, tables chairs

#### **B. R4R Music Fest sponsor \$3000 or in-kind**

Your sponsorships provides for the sound system. Lighting. Stage and other costs associated with staging 7 bands. In-kind contribution includes but not limited to:

- Sound system donation
- Sound system operator
- Lighting donation
- Meals and other provisions for the comfort of the band members who are volunteering their time.

c. **Banner Sponsor (Gifts of \$3,000 and Over)**

These are our most valued sponsors and accordingly, we would give additional visibility to those Sponsors:

- A custom designed "Missouri River Sponsor Banner" to be strategically placed for maximum Race day visibility. Each custom Missouri River Sponsor Banner will be approximately 2' by 6'.
- Frequent acknowledgement from the Race for the Rivers Race Announcer before the race, at the beginning of the race and during the Festival.
- Sponsor inclusion on press materials.

**Other opportunities include:** Named awards for individual races or classes, Acoustic music café, Children's area, Goody bag items and Prizes for pledge leaders. Please inquire for more details or discuss your ideas.

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**Please Note Our Production Deadlines**

*The 2011 event will take place August 27 and 28. We face several earlier key production deadlines and would like to make sure we get your name on our advertising materials. We will work with you and will remain as flexible as possible, but missing a key deadline may mean we are unable to deliver the full impact of the Sponsor Level you have chosen. Therefore, please respond as soon as you can. Thank you!*

Race  
Poster.....April 10

Initial Press  
Release.....June 12

Sponsor  
Banners.....June 12

Additional Press  
Releases.....July 17, August 14

Race  
Jersey.....July 17

Race Day  
Program.....July 17

Goody Bag.....August 15

Your Company's support of the *Race for the Rivers* is an important component of our success and is greatly appreciated. A Sponsorship Committee representative will be happy to answer any questions you may have and will be able to discuss any aspect of your participation. We can also help you organize company teams, which will involve your employees in this worthy cause. Please feel free to contact any one of us at (636)-498-0772 or email at [greenwaynetwork@gmail.org](mailto:greenwaynetwork@gmail.org)

Charlene M. Waggoner, Ph.D.  
President





## Sponsor Response Form

Please check appropriate response:

I would prefer to have my contribution be anonymous.

I would like to be acknowledged in the program as:

Company Name: \_\_\_\_\_

I have emailed a High Resolution file of my logo to [greenwaynetwork@gmail.com](mailto:greenwaynetwork@gmail.com)

My organization would like to have a booth at the festival.

Address: \_\_\_\_\_

City, State & ZIP: \_\_\_\_\_

Website address: <http://www.>\_\_\_\_\_

Contribution: \$ \_\_\_\_\_

Description of In-kind donation

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_ Email \_\_\_\_\_

Please return the above information with a check made payable to:

Greenway Network, Inc  
215 Indacom Dr  
St Peters, MO 63376

