

3rd Annual

COLORADO RIVER RAMBLE

Lady Bird Lake – Austin, TX



4th Annual

FAMILY CLEAN WATER FESTIVAL

Wilkerson Center for Colorado River Education at the
Redbud Center – Austin, TX



ONE DAY, TWO EXCITING EVENTS CELEBRATING ONE GREAT RIVER!



APPRECIATION



STEWARDSHIP



CONSERVATION

COLORADO RIVER RAMBLE

Over 150 racers will compete in Austin’s signature canoe, kayak and stand-up paddle race, the Colorado River Ramble, a 5 mile recreational, 10 mile sport race, 1.5 mile Family Fun Paddle, and 1.5 and 5 mile stand-up paddle races benefiting the Colorado River Foundation with a spotlight on Wounded Warriors.

- *“The Colorado River Ramble was an extremely well run event. Volunteers and staff were great. Atmosphere light-hearted. Super organized. Redbud center was amazing. All in all a terrific event. We’ll be walking advertisements for next year.” - Tim Weitz, River Ramble racer*

FAMILY CLEAN WATER FESTIVAL

Over 1000 community members of all ages will gather at the Redbud Center for a fun, free day of learning about the Colorado River. Children enjoy exciting hands-on activities, presentations, and booths by local non-profits, plus presentations, green vendors, interesting door prizes, and live music.

- *“The festival was great and the location was superb. The grounds were beautiful and the landscape with the water features made it very relaxing. The crafts were great for my kids - face painting, games, and neat crafts. The environmental awareness booths were very interesting as well. The race itself was great and well run, but the festival made it truly a family event. We will be back again for sure! – Joe Mann, attendee*

EVENT MISSION To support the Colorado River Foundation in its efforts to ensure that all Texans appreciate, understand, enjoy and protect the Colorado River.



Colorado River
Foundation



RIVER RAMBLE SPONSORSHIP OPPORTUNITIES

The Colorado River Ramble:

- Draws around 400 racers, volunteers and spectators.
- Consists of members of the local paddling community, a well-educated, fitness-minded, affluent group of all ages who are loyal consumers through a commitment to their sport.
- Takes place on one the most visible areas in Austin, on Lady Bird Lake and advertises around the Lady Bird Lake Trail.
- Coincides with Family Clean Water Festival at an Awards Ceremony at the Redbud Center, where another 900 community members attend.



EVENT SPONSORSHIP LEVELS

		Company name tied to River Ramble and Water Festival	Pre-event advertising	Logo on pre-event banners	Logo on 400+ race shirts	Logo on website	Opportunity to deliver promotional items	Participation in opening race activities	Logo on event stages, banners	Opportunity to speak with media	Event day announcer mentions	Presenter for Race Awards	Complimentary race entries	Company booth at Water Festival	Sponsor up military race participation	Category Exclusivity	First rights of renewal for 2013
BLUE HERON - Presenting Sponsor	\$20,000	X	X	X	X	X	X	X	X	X	X	X	10	X	X	X	X
KING FISHER - Title Sponsor	\$10,000		X	X	X	X	X	X	X	X	X		8	X			X
CORMORANT	\$7,500		X	X	X	X	X	X	X		X		6	X			X
ROAD RUNNER	\$5,000		X	X	X	X	X		X		X		4	X			X
DOVE	\$2,500		X		X	X	X		X		X		3	X			
SPARROW	\$1,000				X	X	X		X		X		2	X			
EGRET	\$500				X	X	X		X		X		1				
HUMMINGBIRD	\$250				X	X	X		X		X						

SPECIAL SPONSORSHIPS

VIP & RACER HOSPITALITY TENT - \$750

- Participants in the Ramble gather after the race for a free lunch and refreshments at the Redbud Center. Sponsorship includes company logo on the tent banner, naming rights and opportunity to hand out promotional materials at the tent.

CORPORATE CUP - \$250

- Grab your colleagues and form a team for our Corporate Cup Challenge! Sponsorship includes company logo on all Corporate Cup collateral material and 4 complimentary race entries in 5 Mile Tandem Race with logo on boat(s)



The Family Clean Water Festival:

- Draws a large amount of foot traffic- around 1000 guests and volunteers from the central and west Austin
- Consists of local community members of all ages, specifically people who are active in their communities and interested in being environmentally-friendly and protecting the river.
- Coincides with the Colorado River Ramble at an Awards Ceremony at the Redbud Center
- Ensures that all guests leave with new knowledge about the Colorado River and steps to conserve it



EVENT SPONSORSHIP LEVELS

		Company name tied to event	Pre-event advertising- mailers, flyers, event postings	Logo on festival map & event collateral material	Logo on website	Opportunity to deliver promotional items	Participation in opening race activities	Logo on event banners	Opportunity to speak with media	Event day announcer mentions	Company booth at Water Festival	First rights of renewal for 2013
WATER CHAMPION Title Sponsor	\$10,000	X	X	X	X	X	X	X	X	X	X	X
WATER CAPTAIN	\$5,000		X	X	X	X		X		X	X	X
WATER RANGER	\$1,000			X	X	X		X		X	X	
WATER SCOUT	\$500			X	X	X		X			X	

SPECIAL SPONSORSHIPS

ENTERTAINMENT SPONSOR- \$1000 (1 available)

- Includes company logo on stage for Water Festival and River Ramble Awards Ceremony, puppet show and announcement on stage in between band sets, and company booth.

T-SHIRT SPONSOR - \$1000 (1 available)

- Includes company logo exclusively on 200 t-shirts distributed to volunteers and guests.

GREEN MARKET SPONSOR - \$750 (1 available)

- Includes company logo on entire Green Market area signage, featured area on map, and company booth.

BOOTH SPONSOR- \$250 (6 available)

- Includes company name tied to educational activity booth or company booth at Water Festival, either options includes name on Festival map.





COLORADO RIVER RAMBLE and FAMILY CLEAN WATER FESTIVAL



Sunday, April 1, 2011

SPONSORSHIP COMMITMENT FORM

To ensure inclusion on pre-event publicity please return form by January 27, 2012.

NAME(S): _____

ORGANIZATION/COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ E-MAIL: _____

SPONSORSHIP LEVEL - Colorado River Ramble

- | | |
|---|--|
| <input type="checkbox"/> \$20,000 Blue Heron – Presenting Sponsor | <input type="checkbox"/> \$2,500 Dove |
| <input type="checkbox"/> \$10,000 King Fisher – Title Sponsor | <input type="checkbox"/> \$1,000 Sparrow |
| <input type="checkbox"/> \$7,500 Cormorant | <input type="checkbox"/> \$500 Egret |
| <input type="checkbox"/> \$5,000 Road Runner | <input type="checkbox"/> \$250 Hummingbird |

Special Sponsorships

- \$750 VIP Tent Sponsor
- \$250 Corporate Cup

SPONSORSHIP LEVEL - Family Clean Water Festival

- \$10,000 Water Champion – Title Sponsor
- \$5,000 Water Captain
- \$1,000 Water Ranger
- \$500 Water Scout

Special Sponsorships

- \$1,000 Entertainment Sponsor
- \$1,000 T-Shirt Sponsor
- \$750 Green Market Sponsor
- \$250 Booth Sponsor

I am unable to attend the event, but would like to donate \$ _____ to the Colorado River Foundation.

CONTRIBUTION OPTIONS:

- Check enclosed to Colorado River Foundation. Check # _____
- Please bill me in _____ (month)
- Charge my (Visa, MC, AMEX) Circle One
 Card # _____ Exp. _____
 Signature: _____ Date: _____

Please mail, fax or email this form to the attention of:
 Melissa Miller, Development Associate
 Colorado River Foundation P.O. Box 50029 Austin, Texas 78763-0029
 Phone: (512) 498-1587 Fax: (512) 473-3253 Email: melissa@coloradoriver.org