



COLORADO RIVER ALLIANCE

## WHY BECOME A CORPORATE MEMBER?

### JOIN AS A CORPORATE MEMBER

By becoming a corporate member of the Colorado River Alliance, you will be recognized proudly and publicly as having a serious commitment to preserving the Texas Colorado River. With your annual membership, your company will join an Alliance that guides water education and conservation across Texas. You will gain visibility among peers and in the community and develop relationships which reach deep into Texas' diverse water community. Your contribution will directly impact the river by allowing the Colorado River Alliance to continue its work and fulfill its mission to protect and preserve our river.

### THE ALLIANCE

At the Colorado River Alliance, we believe that a healthy, flowing river is imperative to the well-being of our communities and our state. Our mission is to champion the long-term vitality of the Texas Colorado River through education and engagement. We dedicate resources, time, and energy to educating Texans about how the Texas Colorado River supports us and how, in turn, we can ensure the longevity of its health. Since 1994, the Alliance has been connecting kids to the river, teaching them about natural resources, and helping to nurture a generation of water stewards and ambassadors.

### THE IMPORTANCE

Because of its importance to our state's economy, our environment, our industry, our agriculture, and especially our lives as Texans, the Texas Colorado River is truly the lifeblood of our state. It is also the lifeblood of Austin's \$150B economy, which provides recreational and social environment envied throughout the nation. To maintain this precious resource for future generations to use and enjoy, we must educate today's youth on its importance and act by keeping it clean and flowing.

### IMPACT

Over the past 26 years, the Colorado River Alliance has:

- Removed over 125,000 lbs. of trash from waterways
- Conserved 500,000,000 gallons of water through conservation education
- Engaged 350,00 individuals through volunteer programs
- Provided conservation education for over 60,000 community members, mostly 5th and 7th graders from economically challenged homes and school districts





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**CORPORATE MEMBERSHIP LEVELS**

**LEGACY LEADER - \$10,000 +**

Be identified proudly and publicly as having a serious commitment to protecting the Texas Colorado River and the Highland Lakes. This membership level offers the highest amount of visibility and marketing opportunities.

Member Benefits:

- ✓ All RIVER STEWARD benefits plus:
- ✓ Upgrade to premiere logo placement on Colorado River Alliance homepage
- ✓ Logo placement in all monthly e-newsletters (~3,500 recipients)
- ✓ One (1) spotlight feature in the monthly e-newsletter
- ✓ Recognition at Alliance member events
- ✓ Upgrade to five (5) YETI branded 20 oz tumblers

**YOUR IMPACT**

\$10,000 could do one of the following:

- Put 4,000 elementary students through a Redbud Field Trip
- Fund a two-week downstream and two-week upstream trip for the Mobile River to teach 7th graders
- Fund Spanish translation of Mobile River materials and exhibits to ensure we can reach the widest audience

**RIVER STEWARD - \$5,000 - \$9,999**

Member Benefits:

- ✓ All RIVER ALLY benefits plus:
- ✓ Exclusive previews to new Alliance programs
- ✓ Opportunity for member-exclusive discounts on event sponsorships
- ✓ Upgrade to logo placement on Colorado River Alliance homepage
- ✓ Dedicated social media acknowledgment
- ✓ Opportunity to host a private creek cleanup and eco-tour
- ✓ Upgrade to three (3) YETI branded CRA 20 oz tumblers

**YOUR IMPACT**

\$5,000 could do one of the following:

- Put 2,000 elementary students through a Redbud Field Trip
- Fund a two-week Mobile River visit to a Title I school
- Allow the Alliance to attend 3 community events OR
- Fund five creek cleanups or restorations of vital landscapes and creeks in the Colorado River Basin

**RIVER ALLY - \$2,500 - \$4,999**

Member Benefits:

- ✓ Logo placement on the Colorado River Alliance website ("About Us" webpage)
- ✓ Two (2) complimentary seats to Cocktails for the Colorado Gala
- ✓ Invitations to exclusive, members-only events
- ✓ One (1) YETI branded CRA 20 oz tumblers

**YOUR IMPACT**

\$2,500 could do one of the following:

- Put 1,000 elementary students through a Redbud Field Trip
- Pay for 5 bus scholarships for Title I schools to attend Redbud Field Trips OR
- Fund a Mobile River visit to an Austin Independent School District middle school



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## COLORADO RIVER ALLIANCE EVENT & MEMBERSHIP DESCRIPTIONS

### LAKE TRAVIS CLEANUP

The annual Lake Travis Cleanup is a community-wide event that rids Lake Travis of tons of debris and waste. The Lake Travis Cleanup is the LARGEST scuba diving and shoreline cleanup in Texas, bringing over 1,000 water-conscious volunteers of all ages. An afterparty will be hosted to thank our volunteers for all their hard work. The after party includes lunch, exciting door prizes, a “Most Unusual Object Found” contest, educational booths, and tons of fun. The cleanup and afterparty are highly visible in central Texas, including coverage on local media outlets and is an excellent opportunity to showcase your commitment to keeping our vital natural resources clean and healthy for future generations.

**Demographic:** Up to 2,000 community-engaged volunteers (adults and children) from around Austin/ Central Texas and broadcasted to the entire Austin area.

### COCKTAILS FOR THE COLORADO GALA

Hundreds of Austin’s finest philanthropy, community, and corporate leaders will join in celebration and to raise funds for our community’s greatest natural resource, the Texas Colorado River. This truly memorable event will feature live music, exquisite food & drink, luxury silent auction, thrilling live auction, and other fun surprises. In 2019, the event hosted almost 370 A-list attendees, including many top executives of Austin’s most successful companies. All funds raised will go to support youth education & community outreach which build awareness to protect the Texas Colorado River and keep it healthy for future generations.

**Demographic:** ~400 business executives, young professionals, community philanthropists.

### TRIBUTARY LEAGUE

With an annual gift of \$1,000 or more, Tributary League members make our programs possible, giving students the opportunity to learn about their water resources through a Redbud field trip or a visit from the Mobile River. These individuals and family members also support and participate in important discussions about water issues, through programs like our Barstow Speaker Series. Throughout the year, we hold member-only events and parties.

**Demographic:** Business executives & community members ranging from 30-100 in age.

### RIVER SOCIETY

River Society is a group of emerging professionals that are concerned about water issues and are empowered to make a difference with an annual gift of \$250 or more. River Society members fund programs that teach students and community members the importance of the Texas Colorado River and empower them to protect and preserve it for future generations. Throughout the year, we hold networking opportunities with other community leaders at Alliance events and parties.

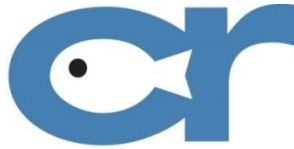
**Demographic:** Young professionals ranging from 30-45 yrs in age.

### 2020 EVENT DATES (tentative)

February	River Society meetup
March	Gala Kickoff Party
April	Tributary League Creek Cleanup
May	Cocktails for the Colorado Gala
June	Summer celebration event
September	Lake Travis Cleanup
October	Community Education Event
December	Holiday party

### MARKETING REACH:

E-Newsletter: ~3,500 recipients • Facebook: 2,326 followers • Instagram: 1,046 followers • Twitter: 1,195 followers



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## CORPORATE MEMBERSHIP COMMITMENT FORM

### COMPANY INFORMATION

Company Name: *(To be listed in printed materials)* \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_ Twitter: \_\_\_\_\_

Instagram: \_\_\_\_\_ Facebook: \_\_\_\_\_

### CORPORATE MEMBER LEVELS

Legacy Leader

River Steward

River Ally

I will support the Colorado River Alliance in the amount of \$ \_\_\_\_\_.

*(see attached for details)*

### MAKE YOUR MEMBERSHIP A THREE-YEAR PLEDGE!

I pledge to support the Alliance at my chosen membership level for three years. A three-year, recurring pledge allows the Alliance to plan for future programming.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT OPTIONS

Send an invoice  I will pay online at **coloradoriver.org**

Check # \_\_\_\_\_ enclosed payable to Colorado River Alliance.

Charge my credit card on this date \_\_\_\_\_ (Check one)  Visa  MC  AMEX

Name on Card: \_\_\_\_\_

Card # \_\_\_\_\_ CVV: \_\_\_\_\_ Exp. \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### THANK YOU FOR YOUR SUPPORT!

Please email logo to [keri@coloradoriver.org](mailto:keri@coloradoriver.org) in a high-resolution vector or PNG file.

**Mailing Address:** Colorado River Alliance, Attn: Corporate Memberships, P.O. Box 50029, Austin, Texas 78763

**Contact:** Keri Pearson, Director of Development **Office Phone:** (512) 498-1587,

**Email:** [keri@coloradoriver.org](mailto:keri@coloradoriver.org)

Colorado River Alliance is a nonprofit 501(c)(3) organization and your payment is tax-deductible to the maximum extent allowed by the law. You will receive a tax donation letter in the mail. Please keep a copy of this form for your records.