



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 gain recognition, visibility, and develop important relationships that reach deep into Texas' diverse water community. Start at \$2,500, partnerships can be tailored to your philanthropic, marketing, and financial needs. 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 or more	River Steward \$5,000 - \$9,999	River Ally \$2,500 - \$4,999
<i>Recognition at ALL in-person and virtual events</i>	Verbally & logo on all marketing materials	Logo on all marketing materials	Listing on all marketing materials
<i>Year-long visibility on the CRA website as a Corporate Member</i>	Logo with hotlink on homepage	Logo on homepage	Listing on "About Us" page
<i>Spotlight feature in the monthly e-newsletter (~3,500 recipients)</i>	Yes		
<i>Recognition in all monthly e-newsletters (~3,500 recipients)</i>	Logo with hotlink	Logo	n/a
<i>Recognition on social media (Facebook, Instagram, and Twitter)</i>	Three (3) dedicated features	Two (2) dedicated features	One (1) dedicated feature
<i>Invitations to exclusive, members-only events</i>	Yes	Yes	Yes
<i>Priority preference for event sponsorships</i>	Yes	Yes	Yes
<i>Exclusive previews to new CRA programs</i>	Yes	Yes	Yes
<i>CRA branded YETI tumbler</i>	Yes	Yes	Yes