



YOU ARE INVITED TO

# Cocktails for the Colorado

Thursday, October 10 | 6pm - 9pm

THE FOUR SEASONS HOTEL AUSTIN

**Gala Chairs: Sally and DJ Allen**  
Host Committee

Mikah Berlingeri | Katherine and Bryan Beckworth | Susan and Ben Bufkin |  
Madison Carter | Melissa and Matt Dausch | Trask Dix | James Gauthreaux |  
Lindsey Holubec and Chase Easley | Andrea and Ryan Jestice | Celeste Lay |  
Paige and Carl Lay | Ellie Nakfoor | Killian Reagan |  
Sarah and Wade Webster



## The Mission

**Championing the long-term vitality of the Texas Colorado River through education and engagement.**

A healthy, flowing river is imperative to the long-term well being of the communities through which it runs. With a commitment to innovation and collaboration, the Colorado River Alliance provides meaningful, memorable educational and engagement experiences that empower Texans with knowledge and tools to protect the Texas Colorado River.



## About the Event

Join hundreds of Austin's philanthropy, community, and corporate leaders for an evening of celebration and fundraising for our state's lifeblood and greatest natural resource, the Texas Colorado River.

All funds raised will directly support the mission of Colorado River Alliance and serve communities throughout the full length of the Colorado River Basin to support, activate, or create efforts to conserve and protect our most precious resource.

# John Lay River Hero Award



Colorado River Alliance has honored an individual, couple, group, business, or organization for contributions to the preservation and protection of the Texas Colorado River. Honorees have included Central Texas business leaders, corporations, conservationists, elected officials, news outlets, vineyard owners, musicians, a photographer, and a filmmaker.

The award was renamed in honor of our esteemed and beloved longtime Board President John Lay in 2020 for his outstanding service to protecting our river and his lifelong commitment to resource stewardship, education, and community building. Mr. Lay's decades of leadership on the Colorado River Alliance Board ensured that thousands of school children had an opportunity to be inspired and excited by the Colorado River.

We will forever be grateful for his service and commitment to our mission. His impact will endure through the honor of this esteemed award. In loving memory of the remarkable Mr. Lay (1948-2023).



In 2024, Colorado River Alliance is excited to honor River Heroes of the past 30 years in celebration of the organization's 30th Anniversary.

# John Lay River Hero Honorees

- 2023 Jim DeCosmo
- 2022 The McLean Family
- 2021 Kyndel and Laura Bennett
- 2020 Tim Timmerman
- 2017 Peggy Winkler
- 2016 Pam Akins
- 2015 Family of Lyndon and Lady Bird Johnson
- 2014 Gary Farmer
- 2013 Ray Wilkerson
- 2012 Charles Williams • John Burke
- 2011 Debbie Richardson • Florence Shapiro
- 2010 Hughes and Betsy Abell • Austin American Statesman • Bill Moore  
Matthew Evans
- 2009 Stephanie Koenig • Troy Fraser • PBS&J Env. Commitment  
Ray Benson • Turk Pipkin
- 2008 Joe Beal • Kip Averitt • Pete Winstead • Barbara ten Brink  
Lady Bird Johnson
- 2007 Andrew Sansom • Woodbine Development • Michael and Pam Reese  
Jimmie Dale and Janet Gilmore • Meredith Keelan • Tom Craddick
- 2006 Patricia and Robert Ayres • Judy McCoy • Ed and Susan Auler • David  
Dewhurst • John P. Cowan
- 2005 Jeff Wentworth • Pam Meir • CH2M Hill Chairman Kathleen Harnett White  
Greg B. Westmoreland • Vanishing TX River Cruise
- 2004 Will Wynn • John Graves • John Moore • Mary Eastberg • Quentin Martin  
Wymann Meinzer
- 2002 Haskell Simon • Elisabeth Welsh • Robby Cook • Susan Combs  
Tex Robertson • The Lake LBJ Fish and Habitat Committee
- 2001 Mark Rose • Ken Armbrister • Kirk Watson • Les Apelt • Pete Laney  
Rick Perry

# VIP SPONSORSHIPS

## 30th Anniversary Sponsor - \$30,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 30 complementary raffle tickets if confirmed by April 30, 2024.*

- **Exclusive recognition as the 30th Anniversary Sponsor featured on all print materials, website, and press.**
- **Exclusive recognition benefits extend to the Colorado River Alliance River Resilience Speaker Series on April 20, 2024.**
- **Opportunity to welcome guests at the John Lay River Hero Cocktail Reception and from the stage during the program.**
- **3 tables (30 guests) with VIP, premium seating.**
- Complementary valet for all guests.
- One-night stay at the Four Seasons Hotel Austin on October 10, 2024.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 15 table guests.
- Dedicated cocktail server during program.
- Special onstage recognition during program.
- Minimum of 3 dedicated social media posts.
- Opportunity for private creek cleanup and eco-tour.
- Year-long recognition as a "Legacy Leader".

## Presenting Sponsor - \$25,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 25 complementary raffle tickets if confirmed by April 30, 2024.*

- **Exclusive recognition as the Presenting Sponsor featured on cover of program and all print materials, website, and press.**
- **Opportunity to welcome guests during program from the podium.**
- **2 tables (20 guests) with VIP, premium seating.**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 10 table guests.
- Dedicated cocktail server during program.
- Special onstage recognition during program.
- Minimum of 2 dedicated social media posts.
- Opportunity for private creek cleanup and eco-tour.
- Year-long recognition as a "Legacy Leader".

## John Lay River Hero Cocktail Reception Sponsor - \$20,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 20 complementary raffle tickets if confirmed by April 30, 2024.*

- **Logo signage in Cocktail Reception area.**
- **Logo recognition on Honoree program page.**
- **2 tables (20 guests) with VIP, premium seating.**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 8 table guests.
- Dedicated cocktail server during program.
- Special onstage recognition during program.
- Logo/name recognition on all collateral including: event stage screens, program, website, emails, and signage.
- Minimum of 2 dedicated social media posts.
- Opportunity for private creek cleanup and eco-tour.
- Year-long recognition as a "Legacy Leader".

# VIP SPONSORSHIPS

## Kick-Off Party Sponsor - \$15,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 15 complementary raffle tickets if confirmed by April 30, 2024.*

- **Logo on signage at Kick-Off Party.**
- **Opportunity to welcome guests to the Kick-Off Party.**
- **2 tables (20 guests) with VIP, premium seating.**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 6 table guests.
- Dedicated cocktail server during program.
- Special onstage recognition during program.
- Logo/name recognition on all collateral including: event stage screens, program, website, emails, and signage.
- Minimum of 1 dedicated social media post.
- Opportunity for private creek cleanup and eco-tour.
- Year-long recognition as a "Legacy Leader".

## Water Pledge Sponsor - \$10,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 10 complementary raffle tickets if confirmed by April 30, 2024.*

- **Special onstage recognition during program. Gala goers will be asked to take the Water Pledge and commit to performing simple, daily actions to significantly reduce water usage.**
- **Logo featured on Water Pledge signage.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 2 table guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

## Heads or Tails Game Sponsor - \$10,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 10 complementary raffle tickets if confirmed by April 30, 2024.*

- **1 table (10 guests).**
- **Special onstage recognition during the game.**
- **Opportunity to flip game coin on stage.**
- **Logo recognition on event stage screen during game.**
- **1 free chance to play for each table guest.**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 2 table guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

# VIP SPONSORSHIPS

## Golf Cart Raffle Sponsor - \$10,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 10 complementary raffle tickets if confirmed by April 30, 2024.*

- **Logo featured on all Raffle digital communications. Raffle ticket sales begin during the Kick-off Party and continue through the night of the event, providing five months of visibility.**
- **Logo featured at Raffle area at both the Kick-Off Party and Gala.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 2 table guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

## Printing Sponsor - \$10,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 10 complementary raffle tickets if confirmed by April 30, 2024.*

- **Logo featured as Printing Sponsor on all print materials such as evening program and live auction booklets.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 2 table guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

## Colorado River VIP Table Sponsor - \$10,000

*Access to the Cocktails for the Colorado Kick-Off Party for all table guests and 10 complementary raffle tickets if confirmed by April 30, 2024.*

- **1 table (10 guests) with VIP, premium seating.**
- Complementary valet for all guests.
- Access to meet and greet past River Hero Honorees at the John Lay River Hero Cocktail Reception for 2 table guests.
- Special onstage recognition during program.
- Logo/name recognition on all collateral including: event stage screens, program, website, emails, and signage.
- Minimum of 1 dedicated social media post.
- Opportunity for private creek cleanup and eco-tour.
- Year-long recognition as a "Legacy Leader".

# Sponsorships

## Live Auction Sponsor - \$7,000

Access 2 Cocktails for the Colorado Kick-Off Party for 2 party guests and 6 complementary raffle tickets if confirmed by April 30, 2024.

- **Logo featured on cover of auction booklet.**
- **Special onstage recognition during Live Auction.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

## Teacher Spotlight Sponsor - \$7,000

Access 2 Cocktails for the Colorado Kick-Off Party for 2 party guests and 6 complementary raffle tickets if confirmed by April 30, 2024.

- **Logo featured on Teacher Spotlight program page.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

## Dinner Sponsor - \$7,000

Receive 2 Cocktails for the Colorado Kick-Off Party invitations and 6 complementary raffle tickets if confirmed by April 30, 2024.

- **Logo featured on all dinner menus.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

## Valet Parking Sponsor - \$7,000

Access 2 Cocktails for the Colorado Kick-Off Party for 2 party guests and 6 complementary raffle tickets if confirmed by April 30, 2024.

- **Opportunity to place branded item in valeted cars.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".

## Registration Sponsor - \$7,000

Access 2 Cocktails for the Colorado Kick-Off Party for 2 party guests and 6 complementary raffle tickets if confirmed by April 30, 2024.

- **Logo featured on signage in Registration area.**
- **1 table (10 guests).**
- Complementary valet for all guests.
- Logo/name recognition on event stage screens, website, and emails.
- Minimum of 1 dedicated social media post.
- Year-long recognition as a "River Steward".



# 2024 Cocktails for the Colorado Gala - Sponsorship Commitment Form

To view the online sponsorship packet, visit [coloradoriver.org/cocktails-for-the-colorado](http://coloradoriver.org/cocktails-for-the-colorado)

## Sponsor Information

Sponsor Listing Name: (for event marketing) \_\_\_\_\_

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

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

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

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

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

Please email logo to [christine@coloradoriver.org](mailto:christine@coloradoriver.org) in a high-resolution JPEG or PNG file by deadlines below:

- **Friday, April 12, 2024** - To be included in Kickoff Party invitation.
- **Tuesday, April 30, 2024** - To be included in Kickoff Party signage.
- **Friday, September 20, 2024** - To be included in printed program and signage.

VIP SPONSORSHIPS	SPONSORSHIPS	TABLES & TICKETS
<input type="checkbox"/> \$30,000 - 30 <sup>th</sup> Anniversary	<input type="checkbox"/> \$10,000 – Water Pledge	<input type="checkbox"/> \$6,000 – Pedernales River
<input type="checkbox"/> \$25,000 - Presenting Sponsor	<input type="checkbox"/> \$10,000 – Heads or Tails Game	<input type="checkbox"/> \$3,000 – Llano River (4 seats)
<input type="checkbox"/> \$20,000 - River Hero Cocktail Reception	<input type="checkbox"/> \$10,000 – Golf Cart Raffle	<input type="checkbox"/> \$1,500 – San Saba River (2 seats)
<input type="checkbox"/> \$15,000 - Kick-Off Party Sponsor	<input type="checkbox"/> \$10,000 – Printing	<input type="checkbox"/> \$500 – River Society (1 seat)
<input type="checkbox"/> \$10,000 - Colorado River VIP Table	<input type="checkbox"/> \$7,000 – Live Auction	
	<input type="checkbox"/> \$7,000 – Teacher Spotlight	
	<input type="checkbox"/> \$7,000 – Dinner	
	<input type="checkbox"/> \$7,000 – Valet Parking	
	<input type="checkbox"/> \$7,000 – Registration	
<i>I cannot attend the event but would like to support CRA's mission with a 100% tax deductible donation.</i>		
<input type="checkbox"/> \$1,000 – Concho River Sponsor		
<input type="checkbox"/> Other amount: \$_____		

## Payment Options

***It is requested that sponsorships are paid via check, ACH or via a DAF.***

Please send an invoice to the contact above.

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

Tables and tickets can be purchased online at [coloradoriver.org/cocktails-for-the-colorado](http://coloradoriver.org/cocktails-for-the-colorado)

### THANK YOU FOR YOUR SUPPORT!

Colorado River Alliance is a nonprofit 501(c)(3) organization.

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

**Office Phone:** (325) 260-7345

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