



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

# Table Sponsors

*Availability for table sponsorships is limited!*

## 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".

## Pedernales River Table Sponsor - \$6,000

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

- **1 table (10 guests).**
- **Complementary valet for 2 table guests.**
- Name recognition in program, event stage screens, website, and emails.
- Year-long recognition as a "River Steward".

## Llano River Sponsor - \$3,000

- **Half-table (4 guests)**
- Name recognition in program, event stage screens, website, and emails.

## San Saba River Sponsor - \$1,500

- **2 seats at the gala.**
- Name recognition in program, event stage screens, website, and emails.

## Concho River Sponsor - \$1,000

**Unable to attend, but still want to support the CRA mission? This 100% tax deductible donation comes with a one-year Tributary League membership.**

- Name recognition in program, event stage screens, website, and emails.

# 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.

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