



THE 4TH ANNUAL

LAKE AUSTIN CLEANUP

KEEP LAKE AUSTIN CALM AND CLEAN

MAY 16, 2026 | 10AM - 12PM



ABOUT THE LAKE AUSTIN CLEANUP

The 4th Annual Lake Austin Cleanup, hosted by Colorado River Alliance, unites more than one hundred volunteers for a meaningful day of stewardship and awareness on Lake Austin - one of the most iconic jewels that makes Austin, TX truly special.

On May 16, 2026, community volunteers will gather at Mozart's Coffee Roasters to remove litter and debris from the water and shoreline using paddleboards, kayaks, and land-based cleanup opportunities. This event is more than just a fun day on the lake - it brings critical awareness to the vital role Lake Austin plays in our region. While beloved for recreation, **Lake Austin is also the source of drinking water for millions of Texans.** By participating in this hands-on cleanup, community members connect directly with the river, develop a deeper understanding of its importance, and become ambassadors for protecting our shared resource.

The Lake Austin Cleanup is hosted in partnership with CRA's emerging conservation leaders group, The River Society, as well as crucial event partners: Mozart's Coffee Roasters, Lake Austin Calm, and Austin Rental Boats. The Lake Austin Cleanup also participates in the state-wide cleanup initiative: Trash Free Gulf held by The Gulf Trust and submits litter data to the Texas Litter Database, a program of Keep Texas Beautiful, and the first state-wide database of its kind.





ABOUT COLORADO RIVER ALLIANCE

The Alliance's primary goal is to educate today's youth to become tomorrow's leaders, ensuring a legacy of a healthy river, sustainable use of water resources, and communities dedicated to protection and conservation.

Founded in 1994 with support from LCRA, the Alliance is now a standalone 501(c)3 leading programs which reach 14,000 community members and school children annually. The Colorado River Alliance continues to partner with LCRA to provide river stewardship education and to be a champion for the people, ecosystems, communities, and businesses that depend on this essential natural resource.

OUR VISION

A day when the Texas Colorado River is valued and protected by all.

OUR MISSION

To champion the long-term vitality of the Texas Colorado River.

OUR PURPOSE

Reach every Texan with a message of the River's importance.

LAKE AUSTIN CLEANUP SPONSORSHIPS AND BENEFITS

By sponsoring the 4th Annual Lake Austin Cleanup, your company will be identified proudly and publicly as a philanthropic leader with a serious commitment to protecting the Texas Colorado River. As a sponsor, you will:

- **Support the protection of Austin's most treasured waterway** and a major source of drinking water for Texas communities.
- **Engage directly with residents, outdoor enthusiasts, and young conservation leaders** who are passionate about caring for the environment.
- **Demonstrate your company's commitment to sustainability and corporate responsibility** through visible, community-centered action.
- **Align your brand with a beloved local cause** that unites recreation, environmental stewardship, and community pride.

Presenting Sponsor - \$5,000 (1 available)

- Exclusive "presented by" recognition with hyperlinked logo on event web landing page.
- Logo listing on all event signage.
- Dedicated spotlight feature in a CRA digital newsletter.
- Dedicated sponsor recognition social media post featuring logo.
- Company logo included in post-event thank you emails and social post.

Station Sponsor - \$2,500 (7 available)

- Prominently placed hyperlinked logo on event web landing page.
- Logo or name listing on event signage
- Company logo included in post-event thank you emails and social post.
- Name listing on sponsor recognition post.
- Special company logo recognition at event station of your choice:

- **Registration**
- **Walsh Landing Cleanup Site**
- **Paddleboard Pickup**
- **Environmental Education Learning Station**
- **Kayak Pickup**
- **Litter Audit**
- **Cleanup Tool Pickup**

River Steward- \$1,000

- Logo or name listing on event signage.
- Logo listing on on event web landing page.
- Name listing on sponsor recognition post.

River Friend - \$500

- Logo or name listing on event signage.
- Name listing on event web landing page.
- Name listing on sponsor recognition post.

Join the River Society - \$250

Unable to sponsor? Purchase or gift an annual River Society Membership to join CRA's group of emerging conservation leaders.

Learn more about the River Society on our website: coloradoriver.org/river-society



COLORADO RIVER ALLIANCE

LET'S KEEP LAKE AUSTIN CALM AND CLEAN, TOGETHER.



COLORADO RIVER ALLIANCE

SPONSORSHIP COMMITMENT FORM

The 4th Annual Lake Austin Cleanup

Saturday, May 16, 2026

Deadline: May 12th



COLORADO RIVER ALLIANCE

COMPANY INFORMATION

Sponsor Listing Name: *(for event marketing)* _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Website: _____

SPONSORSHIPS	
<input type="checkbox"/> \$5,000 Presenting Sponsor	<input type="checkbox"/> \$1,000 River Steward
<input checked="" type="checkbox"/> \$2,500 Station Sponsor: Registration - SOLD	<input type="checkbox"/> \$500 River Friend
<input checked="" type="checkbox"/> \$2,500 Station Sponsor: Paddleboard Pickup - SOLD	<input type="checkbox"/> \$250 Join the River Society
<input checked="" type="checkbox"/> \$2,500 Station Sponsor: Kayak Pickup - SOLD	
<input type="checkbox"/> \$2,500 Station Sponsor: Cleanup Tool Pickup	
<input type="checkbox"/> \$2,500 Station Sponsor: Walsh Landing	
<input type="checkbox"/> \$2,500 Station Sponsor: Environmental Education Learning Station	
<input type="checkbox"/> \$2,500 Station Sponsor: Litter Audit	
VOLUNTEER AWARD DONATION	
Donated Item: _____	
Check one: <input type="checkbox"/> Gift certificate <input type="checkbox"/> Physical donation	Fair Market Value: \$ _____
Full Description & Restrictions: _____	
Donation to be: <input type="checkbox"/> E-mailed <input type="checkbox"/> Mailed (email or mail preferred) <input type="checkbox"/> Delivered <input type="checkbox"/> Picked Up	
DONATIONS	
<i>I cannot attend the cleanup but would like to support CRA's mission with a 100% tax deductible donation.</i>	
<input type="checkbox"/> \$100 <input type="checkbox"/> \$50 <input type="checkbox"/> Other amount: \$ _____	

PAYMENT INFORMATION

Send an invoice I will pay online at coloradoriver.org

Check # _____ enclosed payable to Colorado River Alliance. **(avoid CRA paying extra fees)**

THANK YOU FOR YOUR SUPPORT! Colorado River Alliance is a nonprofit 501(c)(3) organization, and your payment is tax-deductible to the maximum extent allowed.

Mailing Address: Colorado River Alliance, P.O. Box 50029, Austin, Texas 78763

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