



# CHARLES RIVER WATERSHED ASSOCIATION 24th Annual Earth Day CHARLES RIVER CLEANUP

Friday, April 21st & Saturday, April 22nd



## OVER 12,000 VOLUNTEERS

Over the past five years, over 12,000 volunteers from Boston to Milford have participated in the Annual Earth Day Charles River Cleanup. This massive volunteer effort takes place the Saturday after Earth Day in April. Each year the Cleanup brings in both old and new volunteers ready to serve their community.



## 150+ BUSINESSES

CRWA has teamed up with 150+ businesses and organizations throughout metro Boston to protect and restore the Charles River and its watershed for generations to come. These companies support CRWA's innovative work by preventing pollution and building resilience to flood and drought.



## JOIN US!

By partnering with CRWA as a Cleanup Sponsor your company has the opportunity to highlight your dedication to the environment and the health and safety of your local community. Join 150+ corporate partners who share a vision for a fully restored, fully protected, healthy, and resilient Charles River watershed.

## SPONSORSHIP REACH

- 10,000+ boaters, outdoor enthusiasts, and watershed residents subscribe to CRWA's monthly newsletter, the River Current
- 10,000+ metro-Boston residents will receive the Charles River Cleanup invitation
- Average of 4,000 visits per month to Charles River Watershed Association's website
- 2,700 Facebook, 1,600 Instagram, 3,100 Twitter, and 1,400 TikTok followers

### Need more information about Group Rates & Sponsorship?

Contact Emily Reiling, Development Manager at [ereiling@crwa.org](mailto:ereiling@crwa.org)

# GROUP RATES & SPONSORSHIP BENEFITS

## 24th Annual Earth Day Charles River Cleanup

### CLEANUP CHAMPION

**\$3,000 +**

Groups of 75-100

- Naming rights of one of CRWA's Spring e-newsletters, the River Current, with company name and website link
- Exclusive interview of team leader featured in CRWA's April River Current
- Company name and logo listed as a premier sponsor on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on three social media posts on CRWA social media channel of choice
- Charles River Natural Valley Storage Area Wetlands Tour with CRWA's staff

### CLEANUP ADVOCATE

**\$2,500**

Groups of 50-75

- Company name and logo listed as a 2023 Cleanup Sponsor in CRWA's April e-newsletter, the River Current
- Company name and logo listed as a top sponsor on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on two social media posts on CRWA social media channel of choice
- Company-wide virtual Lunch & Learn with CRWA Executive Director, Emily Norton

### CLEANUP SUPPORTER

**\$2,000**

Groups of 25-50

- Company name and logo listed as a 2023 Cleanup Sponsor in CRWA's April e-newsletters, the River Current
- Company name and logo listed on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on two social media posts on CRWA social media channel of choice
- Company-wide virtual Lunch & Learn with Executive Director, Emily Norton

### CLEANUP FRIEND

**\$1,500**

Groups of 10-25

- Company name and logo listed as a 2023 Cleanup Sponsor in CRWA's April e-newsletters, the River Current
- Company name and logo listed on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on one social media posts on CRWA social media channel of choice

### FRIEND OF THE CHARLES

If you have a group that is interested in participating and these levels are too high for you, we do not want to deter you from joining us this year! Please reach out to Emily Reiling, Development Manager, at [ereiling@crwa.org](mailto:ereiling@crwa.org) to discuss participation.

#### Need more information about Group Rates & Sponsorship?

Contact Emily Reiling, Development Manager at [ereiling@crwa.org](mailto:ereiling@crwa.org)

#### Need more information about Registration?

Contact Marielena Lima, Volunteer & Education Coordinator at [mlima@crwa.org](mailto:mlima@crwa.org)

