



By Land & By River
SPONSORSHIP OPPORTUNITIES



Tuolumne River Trust

Presenting Sponsor	\$ 5,000
River Otter Sponsor	\$ 2,500
Salmon Sponsor	\$ 1,000
Steelhead Sponsor	\$ 500
Blue Heron Sponsor	\$ 250
Community Partner	\$ 100
In-kind Partners	
Media Partners	

PRESENTING SPONSOR—\$5,000

Name and logo recognition as the Presenting Sponsor on these event materials:

- By Land & By River t-shirts & website
- Printed promotional materials—posters 11"x17", fliers, and brochures displayed at businesses and schools in communities from the Sierra to San Francisco; newsletters to 2,000 Tuolumne River Trust members and supporters; media/news releases, including radio and print as possible.
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Opportunity to provide welcoming comments to participants
- Company logo on "Sponsor Thank You" banner displayed at each event
- Opportunity to have your promotional items made available to participants and guests
- Team registration fees waived for up to 5 team members

Off-site Recognition:

- Company logo and link to your website included in "Sponsor Thank You" email after the event
- Recognition as the Presenting Sponsor at fundraising rally activities

RIVER OTTER SPONSOR—\$2,500

Name and logo recognition as a River Otter Sponsor on these event materials:

- By Land & By River t-shirts & website
- Printed promotional materials—posters 11"x17", fliers, and brochures displayed at businesses and schools in communities from the Sierra to San Francisco; newsletters to 2,000 Tuolumne River Trust members and supporters; media/news releases, including radio and print as possible.
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on "Sponsor Thank You" banner displayed at each event
- Opportunity to have your promotional items made available to participants and guests
- Team registration fees waived for up to 5 team members

Off-site Recognition:

- Company logo and link to your website included in "Sponsor Thank You" email after the event
- Recognition as an event sponsor at fundraising rally activities

SALMON SPONSOR—\$1,000

Name and logo recognition as a Salmon Sponsor on these event materials:

- By Land & By River t-shirts & website
- Printed promotional materials—posters 11"x17", fliers, and brochures displayed at businesses and schools in communities from the Sierra to San Francisco; newsletters to 2,000 Tuolumne River Trust members and supporters
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on "Sponsor Thank You" banner displayed at each paddling leg
- Opportunity to have your promotional items made available to participants and guests
- Team registration fees waived for up to 5 team members

Off-site Recognition:

- Company logo and link to your website included in "Sponsor Thank You" email after the event
- Recognition as an event sponsor at fundraising rally activities



BECOME A SPONSOR OF
By Land & By River 2016

STEELHEAD SPONSOR—\$500

Name and logo recognition as a Steelhead Sponsor on these event materials:

- By Land & By River website
- Printed promotional materials—newsletters to 2,000 Tuolumne River Trust members and supporters
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on "Sponsor Thank You" banner displayed at each paddling leg
- Opportunity to have your promotional items made available to participants and guests

Off-site Recognition:

- Company logo and link to your website included in "Sponsor Thank You" email after the event
- Recognition as an event sponsor at fundraising rally activities

BLUE HERON SPONSOR—\$250

Name and logo recognition as a Blue Heron Sponsor on these event materials:

- By Land & By River website
- Printed promotional materials—newsletters to 2,000 Tuolumne River Trust members and supporters
- Multiple promotional emails to over 8,000 Tuolumne River Trust supporters

On-site Recognition:

- Company logo on "Sponsor Thank You" banner displayed at each paddling leg

Off-site Recognition:

- Company logo and link to your website included in "Sponsor Thank You" email after the event

COMMUNITY PARTNER—\$100

Name recognition as a Community Partner on the By Land & By River website.

IN-KIND PARTNERS

Cash sponsorships are greatly appreciated to help the Tuolumne River Trust cover the expense of By Land & By River, but in-kind and product donations are also highly valued. Donated product may be used for activities like fundraising prizes for our participants and raffle items.

Sponsorship benefits will be based upon a 2-to-1 ratio compared with the cash sponsorship values. For example, an in-kind donation valued at \$1,000 would receive the benefits afforded to a \$500 cash sponsor.

MEDIA PARTNERS

Media sponsorship benefits are defined on a case by case basis.

ADDITIONAL OPPORTUNITIES

The Tuolumne River Trust is happy to work with you on an individual basis to create a sponsorship package valuable to your organization. Please contact us for more details.

PLEASE DIRECT ALL INQUIRIES TO:

Rebecca Stievater, Event Manager

Tuolumne River Trust

(415) 882-7252

Rebecca@tuolumne.org



Tuolumne River Trust

Requirements for sponsor logo submissions: All sponsor logos submitted for inclusion in By Land & By River materials (including website, t-shirt, email, and printed materials) must be saved as high-resolution .jpg, .gif, or .png files. Images should be submitted to rebecca@tuolumne.org as an email attachment.



What is..



Tuolumne River Trust

By Land & River?



By Land & By River is the Tuolumne River Trust's *Choose Your Own Adventure* fundraising event series where we offer exciting opportunities to explore the watershed and the wilderness, protect the Tuolumne River, and raise awareness for river stewardship. Participants take part in one of our challenge events to support the Trust and connect with the watershed in a new way: backpacking in the High Sierra, rafting on world-class whitewater, canoeing along the "hidden gem" that is the lower Tuolumne River, kayaking along the San Francisco waterfront to the iconic Golden Gate Bridge, or cycling through the great state of California with Climate Ride.



After seven successful years of our signature Paddle to the Sea event, for 2016 the Tuolumne River Trust is offering more ways to **explore and restore** the Tuolumne watershed. Events start in May and continue through August.

By Land & By River celebrates the immense recreation and economic benefits of rivers and their watersheds. It is one of the Tuolumne River Trust's most powerful tools to raise funds and public awareness for the issues affecting the health of the river and to garner support for the challenges that lie ahead.



During the event, individuals and teams choose their event: rafting, backpacking, canoeing, kayaking, or cycling. Each participant spreads the message of river stewardship to their social networks through their individual or team fundraising efforts.

Forming a strategic alliance with the Tuolumne River Trust will bolster your company's reputation and emphasize your commitment to environmental and water conservation in your community. Your company's choice to support By Land & By River will create a sense of pride among your employees. You will also receive positive exposure as participants and volunteers promote the event to their social networks.

How Can I Get Involved?



For information on becoming a sponsor, volunteering, or forming a corporate team, please call the Tuolumne River Trust toll-free at 1-888-994-3344 or email Rebecca Stievater, Event Manager, at rebecca@tuolumne.org.

Visit bylandandbyriver.org for more information

Your company can help revive the Tuolumne River

The Tuolumne River Trust offers a range of opportunities for businesses to join us to revive the Tuolumne River. Corporate partnerships with our organization are easy to implement and offer a variety of valuable benefits for your company.

CORPORATE PARTNERSHIP OPPORTUNITIES INCLUDE:

Payroll Deduction

Through systems set up through your company, employees are given the opportunity to donate a portion of their salary to the Tuolumne River Trust by deducting a set amount from their paycheck. All donations are tax-deductible and your employees will receive recognition of their gift(s) and a membership to the Tuolumne River Trust.

Matching Gifts

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations on a 1-to-1 or 2-to-1 basis. These programs increase the overall charitable contributions of your company and all donations are tax-deductible. Your company will receive public recognition for your portion of the gifts in the Tuolumne River Trust's annual report and on our website.

Volunteer Opportunities

A variety of volunteer opportunities at the Tuolumne River Trust exist throughout the year. Examples include planting trees and restoring trails in the Rim Fire Burn area in the Sierra, cleaning up trash along the river in Modesto, classroom water conservation slideshow presentations in the Bay Area, tap water stations at Bay Area festivals, and event support for By Land & By River and other member appreciation events.

Program Grants

Many companies offer fiscal sponsorship grants to support programs and projects at non-profit organizations through their marketing or corporate social responsibility departments, or through a corporate foundation. The Tuolumne River Trust has many different programs that may interest your company in the Sierra, Central Valley, and Bay Area. Your company will receive public recognition of your support in the Tuolumne River Trust's annual report, on our website, and on printed program materials as available.

WWW.TUOLUMNE.ORG



Tuolumne River Trust

MISSION

The Tuolumne River Trust is the Voice for the River. We promote stewardship of the Tuolumne through:

- education, community outreach, and adventures;
- collaboration with a diverse array of stakeholders;
- on-the-ground restoration projects;
- advocacy and grassroots organizing

We seek a healthy river that is:

- teeming with fish and wildlife
- safe for drinking, fishing, and swimming
- held in trust as a refuge for our children and grandchildren

For more information on how your company can partner with the Tuolumne River Trust please contact:

Rebecca Stievater
Tuolumne River Trust
Grants & Events Manager
312 Sutter Street, Suite 402
San Francisco, CA 94108
(415) 882-7252