

NEW and expanded CHICAGO RIVER BLUE

Overview



Photo: Restored riverbank, Riverbank Neighbors, Chicago, Illinois

Flowing past urban and suburban communities, through forest preserves and parks, industrial and commercial districts, and the heart of downtown Chicago, the Chicago River and its tributaries are a meandering blue-way that connects millions of people to nature. At 156 miles long the wild, wonderful, and nearby Chicago River provides wildlife places to live, considerable recreational opportunity, and an ever-increasing diversity of economic benefits derived from the waterfront economy, including navigation, recreation, river-edge and river-based businesses, residential development, and a steady increase in the local tax base, all of which improve the local economy. Yet its benefits extend beyond the properties that touch its banks.

Critical to continuous river improvement is recognizing the value brought through thoughtful and intentional development across the Chicago River watershed.

To address this issue, Friends of the Chicago River developed Chicago River Blue, which includes the Blue Ribbon Awards and corresponding “Blue Principles for River Design.” Intended to educate, encourage, and reward developments and redevelopments that take people, wildlife, and clean water into account, Chicago River Blue provides guidelines, ideas, examples, vendors, on-line resources, and an annual award to make water and river sensitive development accessible to everyone.

Why Support Chicago River Blue?

Friends commits to expanding its outreach efforts to regional municipalities, stormwater agencies and development and design professionals to promote and encourage the use of green infrastructure and building and landscaping techniques. As a sponsor of Chicago River Blue your company’s support will be heralded in numerous ways as outlined in the benefits packages, but more importantly each time Friends’ staff sits with key decision makers your support of sustainable practices will be touted and serve to underline the viability and importance of this growing trend. Sponsorship support translates into direct support for Friends’ mission to improve the Chicago River for the plants, animals and people who share the river and its watershed.

In return for your commitment, sponsorship benefits include year long promotion through Chicago River Blue and visibility and networking opportunities at Friends of the Chicago River’s seventh annual Big Fish Ball on June 6, 2012.

Blue Ribbon Awards

Friends of the Chicago River launched the Blue Ribbon Awards in 2010 to honor river sensitive design. Award recipients are announced at the annual Big Fish Ball.

An independent jury of recognized professionals and environmental experts judge each submission through a blind review process before selecting the winners.

2011 AWARD WINNERS

Blue Ribbon

Lake Riverdale Sustainable Master Plan
South Suburban Mayors and Managers Association

Silver Ribbon

Riverbank Restoration Project
Riverbank Neighbors

Green Ribbon

Loyola Academy
Munz Campus
Loyola Academy

Green Ribbon

Harms Woods Wetland and Stream Restoration Project
Friends of the Forest Preserves

Green Ribbon

Ping Tom Park: North River Edge Development
Chicago Park District



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Sponsorship Opportunities



Photo: 2011 Big Fish Ball award ceremony

Belted Kingfisher - \$10,000

- CHICAGO RIVER BLUE: Top billing with prominent logo placement as presenting sponsor on Chicago River Blue and Blue Ribbon Award materials through the year
- Free Cerulean placement with logo, link and service description in Green Directory
 - Name on annually updated plaque at Friends' McCormick Bridgehouse & Chicago River Museum
 - Profile with logo in Friends' newsletter
 - Listing in Friends' annual report

BIG FISH BALL: Special recognition on the Chicago River Blue page in the Big Fish Ball program

- Logo featured on the Chicago River Blue placards at the Big Fish Ball
- Half-page page ad in Big Fish Ball event program
- One table for 10 with VIP seating
- Public acknowledgement of presenting sponsorship during Blue Ribbon Award presentation at Big Fish Ball

EXCLUSIVE INVITATIONS: Passes to invitation-only major donor networking events

- Twilight cocktail event at Trump International Hotel & Tower—February 2012
- Chicago River cruise to celebrate Chicago River Day 20/20—April 2012
- Happy Hour event hosted by WBEZ—May 2012

SOCIAL MEDIA: Logo, link and three to five sentences about your company's work posted to Friends' Facebook Wall and a Tweet to thank you for your support

Great Blue Heron - \$5,000

CHICAGO RIVER BLUE: Logo on Chicago River Blue and Blue Ribbon Award materials

- Free Cobalt placement with logo and link in Green Directory
- Name on annually updated plaque at Friends' Bridgehouse Museum
- Listing in Friends' annual report

BIG FISH BALL: Logo on the Chicago River Blue page in the Big Fish Ball program

- Logo featured on the Chicago River Blue placards at the Big Fish Ball
- Quarter-page page ad in Big Fish Ball event program
- Six tickets to the 2012 Big Fish Ball

EXCLUSIVE INVITATIONS: Passes to invitation-only major donor networking events

SOCIAL MEDIA: A special thank you on Friends' Facebook Wall and Twitter

Blue Darner Butterfly - \$2,500

CHICAGO RIVER BLUE: Name on Chicago River Blue and Blue Ribbon Award materials

- Free Indigo placement with link and contact information in Green Directory
- Name on annually updated plaque at Friends' Bridgehouse Museum
- Listing in Friends' annual report

BIG FISH BALL: Name on the Chicago River Blue placards at the Big Fish Ball

- Two tickets to the 2012 Big Fish Ball

EXCLUSIVE INVITATIONS: Passes to invitation-only major donor networking events

Exposure opportunities are time sensitive! Take advantage of the maximum benefits by responding by February 2012. A portion of your sponsorship is tax deductible. You may choose to waive some or all of your benefits to increase the tax-deductible amount. Contact Mary Beth Sova at (312) 939-0490, ext. 19 for more information.

EXPOSURE

Website: 3000

Average visits per month

Facebook: 12,000

Views per month

Program: 500

Distributed to Big Fish Ball guests and used for broader promotional purposes for the subsequent 12 months

Attendees: 400+

Prominent and diverse group of corporate, civic, and community leaders

Bridgehouse Museum:

12,000 visitors

May—October 2011



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Sponsor Reply Form



Photo: Olympic Rain Garden, Northwestern University, Evanston, Illinois

Friends of the Chicago River invites support from professional service companies, contractors, and suppliers for Chicago River Blue and the Blue Ribbon Awards.

- I want to help improve the vitality of the river as a Chicago River Blue sponsor! Select one:
- Belted Kingfisher \$10,000
 - Great Blue Heron \$5,000
 - Blue Darner Butterfly \$2,500

For recognition purposes, list my company name as:

_____ please print

- I would like to discuss sponsorship benefits further. Please call me.

Contact information

Name _____

Company _____

Address _____

City, State and Zip _____

Daytime phone _____ Email _____

Payment method

- My check made payable to Friends of the Chicago River is enclosed.

- Please charge my credit card. Check one:
- American Express
 - Discover
 - MasterCard
 - VISA

Card number _____

Expiration date _____ 3-4 digit security code _____

Name on card and/or billing address if different than above _____

- My company will send a check separately. Expect it in about _____ weeks.

Return this form to:

Chicago River Blue Sponsorship
FRIENDS OF THE
CHICAGO RIVER
28 E. Jackson Blvd., Suite 1800
Chicago, IL 60604
Fax: (312) 939-0931

For questions or additional information, please contact:

Kim Rice
Policy and Planning Coordinator
Phone: (312) 939-0490, ext. 15
Email: krice@chicagoriver.org

Sponsorship benefits exist throughout the year and can be tailored to your interests. Respond by **February 2012** for maximum opportunities!

