

18th annual CHICAGO RIVER DAY Saturday, May 8, 2010

Overview



Who

Friends of the Chicago River and 4,000 volunteers gather for a day of hands-on environmental work along the Chicago River. Volunteers include ordinary citizens and policy-makers alike who range in age from pre-schoolers to seniors, represent a wide variety of ethnic and economic backgrounds, and reside throughout the 673-square mile Chicago River watershed.

What

Volunteers work side-by-side to collect garbage and sort for recycling, remove invasive vegetation, spruce up river-edge trails, plant native seedlings and more. Friends is also expanding hands-on learning opportunities this year by introducing volunteers to simple everyday practices that conserve water, help stop unnecessary flooding, and prevent pollutants from running into the river

When

Saturday, May 8, 2010
9 a.m. to noon

Where

Sixty sites along the banks of the Chicago River, as well as five “watershed thinking” sites, from as far north as Route 120 in Lake County to as far south as Blue Island in Cook County. A complete list of sites will be available at chicagoriver.org.

Why become a sponsor

Critical to the success of Chicago River Day is the support of sponsors that invest in the efforts of Friends’ volunteers. Even with thousands of dollars of donated goods and services, it costs Friends about \$13 for each Chicago River Day volunteer. This covers supplies like gloves, garbage bags, permits, insurance, plants, and the t-shirts that all volunteers receive and wear with pride to show their support for the river.

Sponsors’ support translates into 11,400 volunteer hours in just one day. In 2009, Chicago River Day volunteers pulled 28 tons of trash and debris from the river’s banks, repaired miles of river-edge trails, and removed 200 30-gallon trash bags of harmful invasive plants. Companies and people like YOU make all this possible.

In return for your support, sponsors have the opportunity for substantial market exposure, employee involvement, new found goodwill toward your company, and the knowledge that your contribution made a tangible, measurable difference.

Your investment makes a difference

\$15,000 =
1,150 volunteers
1,150 volunteers =
34,620 lbs. of trash

\$5,000 =
390 volunteers
390 volunteers =
11,550 lbs. of trash

Select 2009 Sponsors and Partners

ACE INA
AECOM Environment
City of Chicago
Chicago Park District
City of Blue Island
ComEd
Fay’s Point
Firestone Complete Auto Care
Essanay Studios
Forest Preserve District of Cook County
Hefty
HSBC North America
Illinois EPA
Lake County Forest Preserve District
Lake County Stormwater Management Commission
Metropolitan Water Reclamation District of Greater Chicago
Midwest Generation
Sausages by Amylu
Village of Lincolnshire
Wrigley

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Sponsorship Opportunities



White Oak - \$15,000

- Top billing as presenting sponsor on all Chicago River Day promotional materials, including media releases
- Company logo prominently featured on the event invitation, t-shirt front and back, web page, and post-event report.
- Clean up site named for your company with room for up to 100 of your employees/guests plus custom signage
- Copies of our *Illustrated River Watcher's Guide* for your employees/guests
- Distribution of company samples to all 4,000 event volunteers
- Special opportunity to join our post event celebration picnic with site captains and Friends' staff
- Entry fees waived for 10 paddlers to participate in Friends' Chicago River Flatwater Classic canoe and kayak race
- Complimentary corporate rental and private guided tour of Friends' McCormick Bridgehouse & Chicago River Museum

Shagbark Hickory - \$10,000

- Company logo featured on the event invitation, t-shirt, web page, and post event report
- Company name on all other promotional materials as a lead sponsor, including media releases
- Clean up site for up to 75 plus custom signage
- Copies of our *Illustrated River Watcher's Guide* for your employees/guests
- Distribution of company samples to all 4,000 event volunteers
- Special opportunity to join our post event celebration picnic
- Guided tour of the Bridgehouse Museum for 25 people

Sycamore - \$5,000

- Logo on invitation, t-shirt, and post-event report
- Name on web page
- Clean up site for up to 50 plus custom signage
- Special opportunity to join our post event celebration picnic

Aspen - \$2,500

- Logo on t-shirt
- Name on invitation, web page, and post-event report
- Clean up site for up to 35 plus custom signage
- Special opportunity to join our post event celebration picnic

Silver Maple - \$500

- Inclusion in credit line on web page and post-event report

A portion of your sponsorship is tax-deductible. You may choose to waive some or all of the benefits above and the amount of your support that is tax-deductible will increase. Contact Suellen Burns at (312) 939-0490, ext. 19, for more information.

EXPOSURE

Invitation and event report: 4,300

Mailed to all members of Friends of the Chicago River as well as our broader network of contacts and current and prospective supporters

T-shirts: 4,000

Worn with pride by Chicago River Day participants at the event and on many occasions following

Event volunteers: 4,000

Community groups, school groups, families, youth scouts, conservation societies, corporate teams, politicians, park district enthusiasts, and other individuals from throughout the Chicago metropolitan area representing a broad spectrum of cultural and economic backgrounds

E-news alerts: 1,700

Three electronic news briefs sent to river enthusiasts who receive weekly updates from Friends



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Sponsor Reply Form

Please complete the information below to help Friends of the Chicago River properly recognize your participation.

- I want to help improve the vitality of the river as a Chicago River Day sponsor! Select one:
- White Oak - \$15,000
 - Shagbark Hickory - \$10,000
 - Sycamore - \$5,000
 - Aspen - \$2,500
 - Silver Maple - \$500

For recognition purposes, list my name or 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 Day 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:

Cynthia Fox
Manager of Community, Volunteers, and Leadership
Phone: (312) 939-0490, ext. 13
Email: cfox@chicagoriver.org

Replying no later than March 5, 2010 ensures recognition on the invitation, T-shirt, site signage and report.