

FRIENDS OF THE CHICAGO RIVER

2010 Corporate Engagement Opportunities



HSBC guests at the Big Fish Ball

Business Membership

Our business member program provides companies with the opportunity to support the Chicago River at the level that is right for them. All gifts help Friends fulfill our commitment to improve the Chicago River.

Benefits for business members

- ◆ Donor recognition
- ◆ Environmental education
- ◆ Much more

5th Annual Big Fish Ball • June 9, 2010

Friends' Big Fish Ball is one of the city's most unique fundraising events. The summer evening festivities along the Chicago River downtown include elegant outdoor dining and river-centric spectacles for 400 guests. Chicago Mayor Richard M. Daley and Christopher G. Kennedy, President, Merchandise Mart Properties, Inc. are our Honorary Chairs in 2010. Past corporate supporters have included Aon, Boeing, Grubb & Ellis, Hines, Ozinga, and many more. Twenty-seven sponsors and dozens more business contributors were part of the 2009 event.

Benefits for Big Fish Ball sponsors

- ◆ Substantial market exposure
- ◆ Event tickets
- ◆ Special recognition

Chicago River Summit • April 16, 2010 (tentative)

The River Summit brings together regional leaders to discuss systemic problems facing the river and determine what we can do together to address them. Topics have ranged from water quality standards to environmental best management practices for real estate development. Founded in partnership with then Lt. Governor Quinn, it has grown to include over 100 municipal leaders.

Benefits for River Summit sponsors

- ◆ Environmental education
- ◆ Market exposure and recognition

18th Annual Chicago River Day • May 8, 2010

Chicago River Day is Friends' largest volunteer event. It involves thousands of individuals, families, schools, corporate groups, and neighborhood associations each year. Volunteers work together at 60 sites to improve the river by picking up garbage; creating and restoring trails and habitat; and learning stormwater management techniques they can employ at home. ACE INA and HSBC were lead sponsors in 2009, and 3,800 volunteers participated.

Benefits for River Day sponsors

- ◆ Market exposure and recognition
- ◆ Employee involvement opportunities

11th Annual Chicago River Flatwater Classic • October 3, 2010

The Flatwater Classic canoe and kayak race gives people a chance to see the river up close and learn for themselves why it needs their help. Corporate teams,

"Since 1981 when Hines started working in Chicago, we have seen an amazing transition of downtown. The architecture, parks, and lakefront have all evolved into works of art that people can be a part of. But the Chicago River has come the farthest since then. This resource makes Chicago what it is – the rich history, the live architectural museum that rises from its banks, the natural habitat that is coming back, and now a walkway that brings people down to the water's edge. This is where Hines will invest our future in Chicago."

— Greg Van Schaack, Senior Vice President, Hines

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Friends of the Chicago River


professional racers, families, and friends race or leisurely paddle south from Chicago's North Side to downtown then Chinatown, stirred by the river and city views along the way. NAVTEQ was the presenting sponsor in 2009.

Benefits for Flatwater Classic sponsors

- ◆ Employee engagement
- ◆ Team building
- ◆ Market exposure and recognition



Corporate team at the Flatwater Classic

Bridgehouse Museum Corporate Club

The Corporate Club supports Friends' McCormick Bridgehouse & Chicago River Museum and provides businesses with a way to reward employees or clients with free museum admission. Crain's Chicago Business is our founding member.

Benefits for Corporate Club members

- ◆ Donor recognition
- ◆ Employee and client rewards
- ◆ Employee volunteerism

Fish Hotel/Adopt A River Downtown

We engage businesses in river improvement initiatives where the Chicago River is most visible. Our signature project is the Fish Hotel, a floating aquatic habitat that received international acclaim when it opened in 2005, has won several environmental innovation awards, and continues to attract noteworthy media coverage.

Benefits for Adopt A River Downtown sponsors

- ◆ Environmental education
- ◆ Market exposure and recognition

River Volunteer Stewardship Program

Friends organizes and leads volunteer workdays for corporate groups to contribute as a team to hands-on river restoration. Projects such as invasive plant removal, water quality workshops, and much more at our demonstration site get employees excited about the river and offer the opportunity to return to the site to see the long-term results of volunteer stewardship over time.

Benefits for program supporters

- ◆ Employee volunteerism and team building
- ◆ Environmental education

Urban Canoe Adventures

Friends offers companies the chance to paddle together and see birds, beavers, barges, and more. We provide equipment and trained, experienced canoe guides for trips ranging from scenic forest preserves to impressive downtown canyons.

Benefits for program supporters

- ◆ Team building
- ◆ Client entertainment

The Climate Connection

Our environmental scientists can lead your employees to a better understanding of climate change and its potential impacts. This includes sharing simple practices they can put into use that mitigate the local effects of climate change on the river.

Benefits for training participants

- ◆ Environmental education

Grants and Contributions

Friends has numerous programs that need support. Grants and contributions have allowed us to create a restoration site, fight for clean water, bring thousands of students to the river for hands-on environmental learning, and much more.

Benefits for grants and contributions

- ◆ Donor recognition

For more information about our corporate engagement opportunities, contact:

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