



Black Warrior Riverkeeper

10TH ANNIVERSARY SPONSORSHIP PACKAGE

Black Warrior Riverkeeper is celebrating 10 years of being the community's watershed-based river protection organization and would like your company to join the celebration!

Not only do our sponsors benefit from excellent brand exposure, but more importantly they play an integral role in make a lasting contribution towards protecting our precious water resources.

We are planning two events to celebrate this momentous occasion:

Cruisin' On The River

Beer, food, tunes and a sunset cruise

Location: North River, Bama Belle Riverboat, Tuscaloosa

When: Wednesday, June 6, 2012, 5:30 – 8:30pm

Our Watershed Moment

Tunes, food, games & more!

Location: Good People Brewery, Birmingham

When: Saturday, September 22, 2012, 2:00 – 6:00pm

Black Warrior Riverkeeper's Online Reach:

- Website: www.BlackWarriorRiver.org
 - Over 250,000 hits monthly
 - Over 7,500 unique visitors monthly
- Email List: info@blackwarriorriver.org
 - 2,587 subscribers
- Facebook: www.facebook.com/BlackWarriorRiverkeeper
 - 4,755 "likes"
- Twitter: www.twitter.com/BWRiverkeeper
 - 2,573 "followers"



FACT SHEET

OUR MISSION is to protect and restore the Black Warrior River and its tributaries. We use a watershed approach to ensure clean water, a healthy aquatic environment, and the recreational and aesthetic values of the river.

DID YOU KNOW . . .

- That a watershed is all the land area that drains into a particular body of water
- The Black Warrior River watershed is home to over one million residents and contains 16,145.89 miles of mapped streams.
- The Black Warrior River drains portions of seventeen counties in Alabama, covers 6,276 square miles in Alabama and measures roughly 300 miles from top to bottom.
- The Black Warrior River watershed is home to 127 freshwater fish species, 46 species of mussels, 15 turtle species, and numerous other aquatic animals. Many of these species are listed as threatened or endangered.
- *Boating* magazine called the Black Warrior River one of America's best kept secrets for recreational boating.

The Black Warrior River and its tributaries are a major source of drinking water for many cities including Birmingham, Tuscaloosa, Cullman, Oneonta, and Jasper. It supplies roughly half of Birmingham and all of Tuscaloosa's water supply.

- Black Warrior Riverkeeper is a citizen-based nonprofit organization dedicated to improving water quality, habitat, recreation, and public health throughout our patrol area, the Black Warrior River watershed.
- Our staff identifies pollution problems and works on fixing them while increasing public awareness.
- The Black Warrior River is named after Chief Tushkalusa, also the namesake of Tuscaloosa, Alabama. In Choctaw, *tushka* means "warrior" and *lusa* means "black."
- Pollution caused by coal mining near the Black Warrior River has landed the river on the annual list of America's Most Endangered Rivers™

Black Warrior Riverkeeper was founded in 2001 and is one of over 190 chapters of Waterkeeper Alliance on 5 continents working to protect clean water sources.



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2012 SPONSOR LEVELS & BENEFITS

SPONSOR BOTH EVENTS

\$10,000 - WARRIOR

The Warrior Level Sponsor will enjoy the following benefits for **BOTH** events:

- Riverkeeper Patrol experience
- Company receives top billing in welcome announcements
- Company mentioned in post event marketing
- 4 tickets to the event of your choice
- Company included in member email
- Display signage at events
- Company tagged in post-event photo stream
- Company name/logo on printed event materials
- Company name/logo on BWRk website event page
- 20 Social media recognition posts (Facebook and Twitter)

\$5,000 - BLUE HERON

The Blue Heron Level Sponsor will enjoy the following benefits for **BOTH** events:

- Company included in welcome announcements
- Company mentioned in post event marketing
- 2 tickets to the event of your choice
- Company included in member email
- Company tagged in post-event photo stream
- Display signage at events
- Company name/logo on printed event materials
- Company name/logo on BWRk website event page
- 10 Social media recognition posts (Facebook and Twitter)

SPONSOR INDIVIDUAL EVENT

\$1,000 – KINGFISHER

The King Fisher Level Sponsor will enjoy the following benefits for **ONE** event:

- Display signage at event
- Company name/logo on printed event materials
- Company name/logo on BWRk website event page
- 3 Social media recognition posts (Facebook and Twitter)

\$500 – BLACK WARRIOR WATERDOG

The Black Warrior Waterdog Level Sponsor will enjoy the following benefits for **ONE** event:

- Company name/logo on printed event materials
- Company name/logo on BWRk website event page
- 2 Social media recognition posts (Facebook and Twitter)

\$250 – TUSKALOOSA DARTER

The Tuskalooosa Darter Level Sponsor will enjoy the following benefits for **ONE** event:

- Company name/logo on printed event materials
- Company name/logo on BWRk website event page
- 1 Social media recognition post (Facebook and Twitter)



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Sponsorship Commitment Form

- Yes, our company will proudly support Black Warrior Riverkeeper!

Anniversary Wide (both events):

- \$10,000 – Warrior
 \$ 5,000 – Blue Heron

Event Specific (specify which event and what level you'd like to sponsor):

- Cruisin' On The River**

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- Our Watershed Moment**

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- \$1,000 – Kingfisher
 \$ 500 – Black Warrior Waterdog
 \$ 250 – Tuscaloosa Darter

Name of Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

- Enclosed is a check for \$ _____
 Please send an invoice for \$ _____ (payment due by 6/1/12)

Please make checks payable to:

Black Warrior Riverkeeper
712 37th Street South
Birmingham, AL 35222

Phone: (205) 458-0095 * Fax: (205) 458-0094 * info@blackwarriorriver.org