



## 2017 EVENT SPONSORSHIP OPPORTUNITIES

Genesee RiverWatch has completely revamped its event sponsor and exhibitor program for 2017. Rather than offering separate sponsorships for each of its two major annual events, this year's sponsors will be recognized at both events - and throughout the year in RiverWatch newsletters, mailings and on its website. In addition, free exhibitor space will be available for the June 15th annual Genesee River Basin Summit as well as the October 7th Genesee River Bash.

Below are descriptions of the Summit and Bash events, outlining the changes made to increase attendance and public recognition of our sponsors and exhibitors:

### 2017 Genesee River Basin Summit:

- Summits are open to the public and focus on working with stakeholder groups to develop ideas to improve water quality and initiatives that connect people to the River.
- The June 15, 2017 Summit will be held at RIT and will highlight "River Access & Recreational Opportunities", targeting groups that provide and/or make use of the Genesee's recreational opportunities and are interested in improving public access and water quality.
- For reference, 2016's Summit concentrated on "Streambank Erosion, Soil Loss & Sediment". 120 attendees from corporate, government, educational and non-profit organizations learned about the geology of the basin, the economic and water quality impacts of high sediment levels and possible solutions to these problems. The group endorsed development of a "whole basin" erosion control strategy – a charter that is shaping Genesee RiverWatch's work this year.

### 2017 Genesee River Bash:

- The Bash will be held on October 7th at the Port of Rochester Terminal Building. It is open to the public and is our annual fundraiser and celebration of the Genesee River. Attendees will tour the exhibits, enjoy an evening of dining and dancing and join in honoring recipients of the annual Elizabeth Thorndike Environmental Leadership Awards.
- 2017 will introduce a number of significant changes designed to increase attendance and participant enjoyment:
- The Bash is moved from Thursday to Saturday, while keeping it a premier event on the City of Rochester's River Romance Weekend schedule.
- Ticket prices will be reduced to \$30 (est.) from \$50, making attendance more affordable for couples and families. (Children under 12 continue to be free.)
- Dancing will be a featured part of the program.
- The program is extended to 10:00 PM allowing attendees to make this a full evening of entertainment.

### To Become A Sponsor:

- Complete the Sponsor Level Selection Form on the following page.
- Mail or email the form to the address shown. **The sooner we receive your 2017 sponsorship commitment, the sooner your name and logo will appear in Genesee RiverWatch publications and the more often they will be seen by the community of people and groups interested in the Genesee River.** To be recognized at the Summit, forms must be received on or before June 5, 2017. To be recognized at the Bash, forms must be received on or before September 29, 2017.
- Mail your check to the same address. (If you wish to pay by MasterCard or VISA, please complete the online version of this form found at [www.GeneseeRiverWatch.org](http://www.GeneseeRiverWatch.org). There you will be guided to a credit card payment page.)
- Corporate sponsors: Email us your business logo (high quality PDF, TIFF or JPEG file) for use in signage and on the program.

*Program details are still being finalized and will be posted on the website as they are confirmed.*

