Genesee RiverWatch Sponsor Program

Genesee RiverWatch is seeking sponsors to help support our vision of a Genesee that is an environmental, recreational and economic asset for everyone in the region.

Your sponsorship will help make possible the very important work we are doing to:
- Improve the water quality of our Genesee River
- Increase river access and recreational uses
- Create educational opportunities for children and adults, using the river as a teaching tool
- Build public and governmental interest in the Genesee as a social and economic asset

Recent initiatives such as Rochester’s “ROC the Riverway” demonstrate the birth of a new focus on the Genesee River and increase the public attention paid to the unique work of Genesee RiverWatch and to those who support this work.

With our rapidly-expanding list of projects, events and publications, we have updated our sponsorship program to cover a full 12 months from the date of your commitment. Sponsors will receive recognition at all events, in the annual report, in quarterly newsletters and other publications, in promotional materials and on our web site during this period.

Major Annual Events

Genesee River Basin Summit
Held in the spring, these all-day programs focus on developing a community consensus on technical questions of importance to the river. The recent 5th annual Summit, entitled “Stewardship Through Environmental Education”, helped further development of our Genesee River Institute educational initiative. 2017’s Summit concentrated on ‘River Access & Recreation Opportunities”.

Genesee River Bash
Held in the fall, the Bash is a celebration of the river featuring exhibits, dining, dancing, entertainment, a silent auction and our annual Elizabeth Thorndike Awards. In recent years, the program and ticket prices have been adjusted to make the Bash a family-friendly event. This year’s 44th annual celebration will be held from 5:30 to 10:00 PM, Saturday, September 29th at the Port of Rochester Terminal Building.

Workshops
These half-day programs are designed to solicit stakeholder opinions and convey information on specific topics. This spring, our program entitled “Streambank Erosion in the Middle Genesee River Basin” generated a long list of valuable ideas for projects on the Genesee and its tributaries which would be lower cost than our regular grant-funded work and might be accomplished by individual land owners.

Some of Our 2018 Projects
- Finish $147K Mallards Dairy streambank restoration with community tree planting event
- Begin $284K Edelweiss Farms streambank restoration project
- Complete Middle Genesee Streambank Restoration Study
- Complete design phase of Genesee River Institute educational program. Begin pilot classes.
- Build Petten Street car-top boating access facility in partnership with City of Rochester
- Publish first-ever Genesee River Report Card of Basin-wide water quality
Genesee RiverWatch Sponsor Level Selection Form

To Become A Sponsor:
- Complete the Sponsor Level Selection Form below by indicating your preferred level (green blocks) and providing your contact information on the appropriate lines.
- If you wish to pay by check, mail (or email) this form and mail your check to the address shown below. (To be recognized at the Bash, forms and corporate logos must be received on or before Sept. 22, 2018.)
- 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.

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<th>Main Stem $1,000</th>
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Sponsorship Benefits:
- Bash Tickets Included: 6 4 2 1
- RiverWatch Membership - Value: $25 (Individual), $100 (Business)
- Recognition in Quarterly Newsletters & Annual Report
- Recognition in Programs and at the Events
- Recognition on Web Site
- Recognition in Event Emails

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Organization

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Street Address

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City/State/Zip

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Email

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Phone

Return:
Complimentary Ticketholder Names (If not known at this time, please email by 9/25)

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