



## 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 5<sup>th</sup> 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 44<sup>th</sup> annual celebration will be held from 5:30 to 10:00 PM, Saturday, September 29<sup>th</sup> 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
- Complete design phase of Genesee River Institute educational program. Begin pilot classes.
- Begin \$284K Edelweiss Farms streambank restoration project
- Build Petten Street car-top boating access facility in partnership with City of Rochester
- Complete Middle Genesee Streambank Restoration Study
- Publish first-ever Genesee River Report Card of Basin-wide water quality

