2020 Sponsorship Information

A DAY MAKES A DIFFERENCE AT THE LARGEST URBAN RIVER CLEANUP IN THE NATION

folar.org/cleanup
We invite you to sponsor FoLAR’s 31ST Annual Great LA River CleanUp

2020 DATES

UPPER RIVER
April 11th
9am - 12pm

MIDDLE RIVER
April 18th
9am - 12pm

LOWER RIVER
April 25th
9am - 12pm

THE EVENT

The Great LA River CleanUp, La Gran Limpieza – the largest urban river cleanup in North America – brings together thousands of volunteers during the month of April in service of our great Los Angeles River. What began with a dozen people at one site 30 years ago, has grown to an effort where thousands of people of all ages and backgrounds gather to beautify the iconic waterway for the sake of people and wildlife. Since the CleanUp’s first year, we estimate that over 75,000 volunteers have removed over 800 tons of trash and debris that would have otherwise been washed into the Pacific Ocean.

THE ORGANIZATION

Since 1986, Friends of the LA River (FoLAR) has been devoted to restoring the LA River’s natural habitat and is fueled by the dream of a River free from concrete. In the spirit of our founder, Lewis MacAdams, we treat the river like a work of art, valuing creativity, tenacity, and technical expertise to bring beauty into the world. We believe in a swimmable, boatable, fishable, bikeable river for all.

Some of our most well-known programs and projects include: The Great LA River CleanUp; our year-round public programming and events; our 38-foot RV - the River Rover; and, our Source to Sea school programs, educating thousands of young Angelenos across the watershed.
There are many benefits available to sponsors, including: logo placement on t-shirts distributed to an estimated 5,000 volunteers; on-site and community-wide promotions including event banners at all cleanup sites and posters; digital communications reaching over 50,000 civically engaged FoLAR followers; social media promotion to a combined audience of 20,000; and alignment with FoLAR, a historic organization known for its dedication to community and nature. In addition to FoLAR-led outreach and marketing, the CleanUp is a magnet for public and press attention and is widely promoted and attended by the press, corporate and organizational partners, and local government offices.

SPONSORSHIP LEVELS

We look forward to partnering with you to make a difference for the community, the River, and our collective future. Please contact sponsorships@folar.org or call 323.223.0585 with questions and to confirm your support.

CONTACT US
THANKS TO OUR
2019 GREAT LA RIVER CLEANUP SPONSORS

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