THE GREAT LA RIVER CLEANUP IS BACK AND BETTER THAN EVER!

2021 Sponsorship & Partnership Opportunities
FRIENDS OF THE LA RIVER

Two ways to show your support in 2021

Sponsorship

Cash and/or in-kind in return for the commercial potential associated with our environmental mission, the LA River and the FoLAR brand.

Your organization supports our mission and provides support via cash and/or in-kind in exchange for marketing and recognition.

Partnership

Both parties agree to cooperate to advance our mutual interests. What problem can each organization help the other solve?

Your organization is integral to our supporters’ experience and the difference we make in the community. Your financial support helps us fulfill our mission in a collaborative manner to maximize the impact of our efforts.
This year the event will be hosted over eight weeks, from **June 1 - July 31**, to align with the recreation season and allow flexible participation. Registrants will receive a **CleanUp Kit** in the mail which will include the essentials (including a FoLAR and sponsor branded bandana) to participate in one of three ways:

- Register for a **FoLAR-led Challenge Site** each Saturday in June & July
- Join a **Watershed Partner Site** on other days of the week or
- Be a **Self-Led** Participant in their community on their own schedule.

**CLEANUP IS BACK AND BETTER THAN EVER!**

**Online Registration Launches on Earth Day, April 22, 2021!**

- Deadline to appear in our CleanUp promo video: 4/13
- Deadline for logo placement on bandana: 4/16

**Join us at a Challenge Site for a socially-distant cleanup.**

- Two hour blocks available throughout the day:
  - June 5: Sepulveda Basin
  - June 12: Bette Davis
  - June 19: Glendale Riverwalk
  - June 26: North Atwater Park
  - July 3: Los Feliz Blvd
  - July 10: Lewis MacAdams
  - July 17: Compton Creek
  - July 24: Willow Street Estuary
  - July 31: Golden Shore/Beach CleanUp

**WATERSHED PARTNER SITES**

In addition to Challenge Sites, FoLAR is enlisting ten partners throughout the watershed to host CleanUp sites beyond our traditional locations to extend our impact. We’ll support registration and event infrastructure while our community partner outreaches participants and leads on-site. Schedule and capacity to be determined with our on-site partner. All registrants will receive CleanUp Starter Kits.
## Sponsorship Tiers

<table>
<thead>
<tr>
<th>Title above $25,000</th>
<th>Environmentalist $25,000</th>
<th>Conservationist $15,000</th>
<th>Ecologist $10,000</th>
<th>Preservationist $5,000</th>
<th>Botanist $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor Cloud</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>(emails &amp; posts)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promo in Cleanup Kits</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Recognition in CleanUp promotional PSA*</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Gala Tickets/Discount</td>
<td>6 tickets &amp; recognition**</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>2 tickets</td>
<td>Discounts available</td>
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<tr>
<td>Impact Report</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Inclusion in public media pitches &amp; placements***</td>
<td>X</td>
<td>X</td>
<td></td>
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</tbody>
</table>

### In-Kind

- **Non-latex gloves** for 3,000 people
- **Water Stations**
- **Disposable Trash Bags**
- **Dumpsters**
- **Miscellaneous**

*(deadline 4/13)*

** Gala recognition at our lowest tier without additional sponsorship

***FoLAR cannot guarantee media placement (press releases and outdoor ads), but enjoys annual coverage and in-kind promotion.

Please contact sponsorships@folar.org to confirm your support.
**PARTNERSHIP BENEFITS** (negotiable)

Partners select from our 3 categories of marketing opportunities depending on commitment level. Riverlutionaries partner on all 3, Revitalizers choose 2, and Champs select 1 category.

Contact sponsorships@folar.org to discuss your support.

<table>
<thead>
<tr>
<th>Multi-Year River-Lutionary</th>
<th>Multi-Year River Revitalizer</th>
<th>River-Lutionary</th>
<th>River Revitalizer</th>
<th>River Champion</th>
</tr>
</thead>
<tbody>
<tr>
<td>$140,000</td>
<td>$90,000</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$35,000</td>
</tr>
</tbody>
</table>

### Employee Engagement Opportunities

- Employees to work onsite at one of our cleanups: **XX**
- Employees to help package cleanup kits for distribution: **XX**
- Employees can participate in cleanups (Annual, Private, or Self-Guided): **XX**

### Marketing Opportunities

#### CleanUps
- Social Media: **XX**
- Sponsor Cloud (in Emails, Social Media, Social Headers, etc.): **XX**
- Promo in CleanUp Kits: **XX**
- Recognition in CleanUp promotional PSA (deadline 4/13): **XX**
- Impact Report and Wrap Up Video: **XX**
- Inclusion in public media pitches & placements*: **XX**
- Access to our registrants email addresses as long as they opt in: **XX**
- Co-branded marketing items: **XX**

#### Education
- E-blast recognition each time we highlight Education: **XX**
- Top five Education funders listed in associated grant applications: **XX**
- Recognition in Source to Sea Program social media: **XX**

#### Advocacy
- E-blast recognition each time we discuss Policy: **XX**
- Top five Policy funders listed in associated grant applications: **XX**
- Recognition in Advocacy program social media: **XX**

### Opportunities Specific to Your Organization

- Sharing beneficial environmental expert information with your org: **XX**
- Free Gala Tickets: **XX**
- FoLAR communicates to our supporters (through our communication channels) about your corporate, environmental impact responsibility goals: **XX**
- Speaking to our contacts on your behalf if aligns with our mission & values: **XX**
- FoLAR presence at your events if they align with our mission & values: **XX**
- A rep from your org. & FoLAR’s to host a Q&A on social media: **XX**
- Raffle off Sponsor products: **XX**

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*FoLAR cannot guarantee media placement, but enjoys annual coverage and in-kind promotion. **XX** 2 calendar years
Sharing beneficial environmental expert information with your organization.
Example: FoLAR participates in the committees and coalitions that shape ballot measures or other local and state level environmental policy. In 2018 we served on the PAC board that authored Prop 68, a state level natural resources bond ratified by the public as a ballot measure. FoLAR shared ongoing updates and key info on the proposition with partners who had a vested interest or endorsed the measure.

Speaking on behalf of your organization with our contacts if in alignment with our mission and values.
Example: In 2020 we called elected officials in LA to speak on behalf of one of our Big Tech partners which resulted in a decision in their favor.

FoLAR presence at your events so long as they are not in opposition to our mission and values.
Example: Major recreational partner company held an event where attendees called their elected officials to speak about specific concerns. FoLAR provided the script for attendees to lobby their officials from an informed place.

FoLAR will use its communication channels to communicate to our supporters your organization’s corporate responsibility goals as it relates to environmental impact.
Example: If your businesses goals align with FoLAR’s we want to meet your supporters! FoLAR representatives are available to answer questions on IG/FB Live with a member of your team on an agreed upon subject.

LET’S CHAT
about your organization’s needs from FoLAR to make this a symbiotic relationship according to your organization's community good will goals.

Contact sponsorships@folar.org to discuss your support.