



FRIENDS OF THE LA RIVER

BRINGING THE PEOPLE TO THE RIVER AND THE RIVER TO THE PEOPLE SINCE 1986.

2024 Membership & Sponsorship Opportunities

We envision a verdant Los Angeles River that supports vulnerable communities in climate adaptation. The River will be transformed into a dynamic, functioning ecosystem that reduces flood risk, cleans the air, cools temperatures, and supports the biodiversity essential to our collective wellbeing.



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**TO LEARN MORE ABOUT HOW YOUR ORGANIZATION CAN
SUPPORT FOLAR THIS YEAR, PLEASE CONTACT US AT
SPONSORSHIPS@FOLAR.ORG**

2024 Major Events

Earth Day

There's no better way to celebrate the LA River for Earth Day than with FoLAR! Join hundreds of volunteers on April 20 at the Sepulveda Basin Wildlife Reserve for a morning of habitat restoration, where we'll remove invasive plants and plant native species to enhance the Reserve's native wildlife habitat improve its resilience during wildfires. On April 21, join FoLAR for a family friendly, fun and action filled day at the iconic Lewis MacAdams Riverfront Park along the LA River. Join us in celebrating how far the LA River has come and the pivotal role that it plays in our local LA ecosystems, our communities and ultimately our Earth!

3rd Annual River Fest

Returning to the iconic LA State Historic Park on Sunday, August 11, River Fest is FoLAR's free annual open-air arts and community festival celebrating the LA River. This interactive event features live music, local artists, raffles, food trucks, a River education corner, tables from local environmental and community organizations, and much more! The heart of River Fest remains the same each year: we will showcase Indigenous perspectives on nature and the River and celebrate the interconnectivity of nature, health, water, climate change, and environmental justice through the arts. We will build on last year's success with nearly 1,000 Angelenos celebrating our local environment and local art. Join us!

34th Annual Great LA River CleanUp

Nothing disrupts our River ecosystem like trash and debris and no one can make a greater impact on the LA River's future than you when you support the Great LA River CleanUp – FoLAR's longest-running event. This program, the largest urban cleanup in the United States, mobilizes thousands of Angelenos to remove trash from multiple sites along the River's 51 miles. Communities of volunteers have collectively prevented over 1.6 million pounds of debris from harming local habitat or flowing out into the Pacific Ocean. The Great LA River CleanUp will make its return on October 5.





2024–2025 Organizational Memberships

Become a Friend of FoLAR in 2024 to strengthen the LA River movement. We're proud to introduce our new 2024-2025 Organizational Memberships – a 12-month blend of traditional event sponsor recognition and employee engagement opportunities on the Los Angeles River. Our seven customizable membership tiers range from \$500 to \$50,000, offering many paths to meet your ESG and CSR targets this year. FoLAR will uplift our organizational members, intentionally bringing your team into the LA River movement and strengthening our partnership. Quarterly and monthly payment plans are available.

2024 Event Sponsorships

Create a positive impact on the LA River and its stewards at one of FoLAR's 2024 major events. With our Event Sponsorship model, choose one of our signature events – Earth Month, River Fest, or the Great LA River CleanUp – to promote your organization and engage both your team and event participants on the LA River. Event sponsorship packages include logo placement on event materials, on-site recognition, e-blast and social media highlights, and group engagement opportunities. With four tiers from \$2,500 to \$25,000 and three events to choose from, there are many avenues to meet your sponsorship goals.

We can only sustain and expand our growing environmental education and community engagement efforts on the LA River with your support – thank you for joining us.

ORGANIZATIONAL MEMBERSHIP TIERS 2024-25

If your sponsorship goals are not represented, please contact jason@folar.org for more information.

| \$50K | \$30K | \$15K | \$10K | \$7.5K | \$2.5K | \$500 |
|-------|-------|-------|-------|--------|--------|-------|
|-------|-------|-------|-------|--------|--------|-------|

MEMBERSHIP BENEFITS

| | | | | | | | |
|--|-------------------------------------|----------------------|----------------------|----------------------|--------------|--------------|--------------|
| Friend of FoLAR window sticker or website logo | X | X | X | X | X | X | X |
| Exclusive member newsletter | X | X | X | X | X | X | X |
| Name/Logo placement | Linked logo | Linked logo | Linked logo | Linked logo | Linked logo | Logo | Name |
| E-blast/Newsletter highlight | 2 e-blasts | 1 e-blast | 2 newsletters | 1 newsletter | 1 newsletter | 1 newsletter | 1 newsletter |
| Priority event registration * | Priority & discounted registration* | X | X | X | X | X | X |
| Social media recognition | 3 IG stories + 1 post | 3 IG stories | 2 IG stories | 2 IG stories | 2 IG stories | 1 IG story | |
| Event sponsorship benefits (see page 6) | 3 Major | 3 Lead | 3 Support | 2 Support | 2 Friend | 1 Friend | |
| River Fest VIP tickets | 6 | 4 | 2 | 2 | | | |
| Logo placement in charging station ad*** | X | X | X | X | | | |
| Logo placement on billboard*** | X | X | | | | | |
| Individual memberships at \$50 level | 10 | 5 | | | | | |
| Employee engagement experience(s) | Choose 3: A B E G H | Choose 3: A C F G | Choose 2: A C F I | Choose 2: A D F I | A | | |

Experience Choices:

- | | | | | |
|---|---|--|---|---|
| A Member-exclusive LA River Field Trip w/ FoLAR Educators* | C Curated Habitat Restoration** or River CleanUp** | E Lunch with Board Chair or FoLAR CEO* | G Private group educational experience (Bats & Brews, River Walk, etc.)* | H River Rover visit to your office |
| B Curated Habitat Restoration** or River CleanUp** w/ co-branded t-shirt for attendees | D Curated Habitat Restoration** | F 1 hour conversation or presentation with Q&A with FoLAR CEO | | I Curated LA River Walk |

ADDITIONAL BENEFITS

[Public Agency Only - \$2,500+] Guest article or blog on FoLAR's website
Other benefits that aren't currently listed may become available
Current FoLAR e-blast readership at >26,000 subscribers

QUALIFICATIONS

*Capacity restrictions may apply depending on the event or program.
**Availability is season dependent. Please schedule 30-60 days in advance.
***Benefit not yet secured. CleanUp and River Fest only.

SINGLE EVENT SPONSORSHIP TIERS

If your sponsorship goals are not represented, please contact jason@folar.org for more information.

| |  \$25K Major |  \$10K Lead |  \$5K Support |  \$2.5K Friend |
|--|---|---|---|--|
| BENEFITS | | | | |
| Priority group registration* | X | X | X | X |
| Discount on paid tickets | X | X | X | X |
| Social media | 3 IG stories + 1 post | 3 IG stories | 2 IG stories | 1 IG story |
| Sponsor cloud | Logo | Logo | Logo | Name |
| On-site banner | Logo | Logo | Name | |
| 2024 impact report | Sponsor of 2024 impact report | Name | | |
| End-of-year impact video | Logo | | | |
| Dedicated 7-ft on-site banner | X | | | |
| EARTH MONTH ONLY | | | | |
| Exhibitor placement | 2 sites | 2 sites | 1 site | 1 site |
| RIVER FEST ONLY | | | | |
| Exhibitor placement | X | X | X | X |
| VIP tickets | 4 | 2 | | |
| Charging station ad*** | X | X | | |
| Billboard*** | X | | | |
| CLEANUP ONLY | | | | |
| 1 page impact report for volunteer group | X | X | X | 1 site |
| Exhibitor placement | All sites | 2 sites | 1 site | |
| Charging station ad*** | X | X | | |
| Billboard*** | X | | | |

QUALIFICATIONS

*Capacity restrictions may apply depending on the event or program.

**Availability is season dependent. Please schedule 30-60 days in advance.

***Benefit not yet secured.

ESG Metrics

Your donation impacts the LA River and its surrounding communities in a variety of ways. These examples are actual metrics of what is achieved with these funding amounts as applied to a specific program.

K-12 Environmental Education

Your donation has the potential to impact any one of the following school programs as follows.

- **Day of Discovery:** LA students in grades 3-12 (80% from Title I schools) experience a 4-hour field trip of dynamic hands-on education at the LA River, rotating through a nature walk, macroinvertebrate sampling, and engineering a water filtration system.
- **Source to Sea:** In addition to the LA River field trip detailed above, Source to Sea students (75% from Title I schools) receive 2 in-class hours of study and a school visit by the River Rover mobile museum.
- **LA River Fellows:** A year-long, 84-hour paid Fellowship providing equitable access to green spaces and pathways to eco-STEAM jobs for 9-11th grade students, with priority given to Title I schools and students adjacent to the LA River. Each student receives a monthly stipend, professional NNOCCI certification, connection to nature via kayaking through their urban ecosystem and a camping trip to LA's water source, professionally led STEM field research projects, workforce & leadership education, food, and transportation.

Habitat Restoration

Your donation can impact our habitat restoration efforts by providing the resources for volunteers to remove thousands of gallons of invasive vegetation, plant native species, and restore acres of natural habitat. This is in addition to building our capacity to scale this program in the Middle and Lower LA River.

CleanUp

Your donation has the potential to engage hundreds of volunteers and remove thousands of pounds of trash from the LA River.

Community Education

Your donation has the potential to bring hundreds of Angelenos to the LA River to learn more about its past, present, and future through fun, educational community events like nature walks like Bats & Brews, Spiders & Seltzers, Haunts & Hoots, and more.

ESG Metrics: By the Numbers



Day of Discovery:

15 students from 1 class served for a total of 60 student learning-hours

Source to Sea:

3 students served for a total of 21 student learning-hours

River Fellows:

2 STEM guest speakers provided

Habitat Restoration:

1,100 gallons of invasive species removed by 19 volunteers engaged for 57 work hours

CleanUp:

20 volunteer hours of river cleanup, removing 63 pounds of trash from the LA River

Community Education:

Up to 20 attendees engaged at 1 community education event.



Day of Discovery:

75 students across 2 classes served for a total of 300 student learning-hours

Source to Sea:

16 students served for a total of 112 student learning-hours

River Fellows:

1 Fellow's program cost is covered for a quarter year

Habitat Restoration:

5,550 gallons of invasive species removed by 99 volunteers engaged for 297 work hours

CleanUp:

50 volunteer hours of river cleanup, removing 313 pounds of trash from the LA River

Community Education:

Up to 100 attendees engaged at 3 community education events.



Day of Discovery:

150 students across 5 classes served for a total of 600 student learning-hours

Source to Sea:

33 students served for a total of 231 student learning-hours

River Fellows:

1 Fellow's program cost is covered for a half year

Habitat Restoration:

11,100 gallons of invasive species removed by 198 volunteers engaged for 596 work hours

CleanUp:

100 volunteer hours of River cleanup, removing 625 pounds of trash from the LA River

Community Education:

Up to 200 attendees engaged at 5 community education events.



Day of Discovery:

225 students across 7 classes served for a total of 900 student learning-hours

Source to Sea:

50 students across 2 classes served for a total of 370 student learning-hours

River Fellows:

1 Fellow's program cost is covered for a full year

Habitat Restoration:

16,600 gallons of invasive species removed by 290 volunteers engaged for 870 work hours

CleanUp:

150 volunteer hours of River cleanup, removing 938 pounds of trash from the LA River

Community Education:

Up to 300 attendees engaged at 8 community education events.



Day of Discovery:

300 students across 10 classes served for a total of 1,200 student learning-hours

Source to Sea:

65 students across 2 classes served for a total of 455 student learning-hours

River Fellows:

1 Fellow's program cost is covered for a full year and 7 guest speakers in STEM are covered

Habitat Restoration:

22,200 gallons of invasive species removed by 396 volunteers engaged for 1,192 work hours

CleanUp:

200 volunteer hours of River cleanup, removing 1,250 pounds of trash from the LA River

Community Education:

Up to 400 attendees engaged at 10 community education events.

YOU CAN CLAIM AND REPORT YOUR ESG METRICS IN ANY ONE OF THESE CATEGORIES FOR THE TOTAL OF YOUR DONATION.



ESG Metrics: By the Numbers (Continued)



Day of Discovery:
450 students across 15 classes served for a total of 1,800 student learning-hours

Source to Sea:
98 students across 3 classes served for a total of 683 student learning-hours

River Fellows:
2 Fellows' program costs are covered for a full year

Habitat Restoration:
33,300 gallons of invasive species removed by 594 volunteers engaged for 1,788 work hours

CleanUp:
300 volunteer hours of River cleanup, removing 1,875 pounds of trash from the LA River

Community Education:
Up to 600 attendees engaged at 15 community education events, AND builds our capacity to host more events on the Upper and Lower LA River



Day of Discovery:
750 students across 25 classes served for a total of 3,000 student learning-hours

Source to Sea:
163 students across 5 classes served for a total of 1,138 student learning-hours

River Fellows:
3 Fellows' program costs are covered for a full year

Habitat Restoration:
55,500 gallons of invasive species removed by 990 volunteers engaged for 2,980 work hours

CleanUp:
500 volunteer hours of River cleanup, removing 3,125 pounds of trash from the LA River

Community Education:
Up to 600 attendees engaged at 15 community education events, AND builds our capacity to host more events on the Upper and Lower LA River



Day of Discovery:
900 students across 30 classes served for a total of 3,600 student learning-hours

Source to Sea:
195 students across 6 classes served for a total of 1,365 student learning-hours

River Fellows:
4 Fellows' program costs are covered for a full year

Habitat Restoration:
55,500 gallons of invasive species removed by 990 volunteers engaged for 2,980 work hours AND builds our capacity to hire a staff biologist and expand habitat restoration to the Middle and Lower LA River

CleanUp:
600 volunteer hours of River cleanup, removing 3,750 pounds of trash from the LA River

Community Education:
Up to 600 attendees engaged at 15 community education events, AND builds our capacity to host more events on the Upper and Lower LA River



Day of Discovery:
1,500 students across 50 classes served for a total of 6,000 student learning-hours

Source to Sea:
325 students across 10 classes served for a total of 2,275 student learning-hours

River Fellows:
6 Fellows' program costs are covered for a full year

Habitat Restoration:
55,500 gallons of invasive species removed by 990 volunteers engaged for 2,980 work hours AND builds our capacity to hire a staff biologist and expand habitat restoration to the Middle and Lower LA River

CleanUp:
1,000 volunteer hours of River cleanup, removing 6,250 pounds of trash from the LA River

Community Education:
Up to 600 attendees engaged at 15 community education events, AND builds our capacity to host more events on the Upper and Lower LA River

YOU CAN CLAIM AND REPORT YOUR ESG METRICS IN ANY ONE OF THESE CATEGORIES FOR THE TOTAL OF YOUR DONATION.



River Makers Corporate Stewardship Program



Bring your team to revitalize the River while building community! River Makers, a corporate stewardship program, brings the people to the River by partnering with like-minded organizations, corporations, and community groups to tailor a River CleanUp or Habitat Restoration event to their needs. Pricing and benefits are subject to change.

| EVENT TYPE | EVENT DESCRIPTION | LOCATION(S) | AVAILABILITY | PRICING |
|----------------------------|--|---|---|--------------------|
| Habitat Restoration | Join the California Native Plant Society to remove invasive plants on the Upper Los Angeles River! | Sepulveda Basin Wildlife Reserve; more locations may become available | Year round, excluding the month of April | \$3,000 - \$4,000 |
| River CleanUp | Spend 2-3 hours with your team cleaning up a River location of your choice! | Choose 1 of 14 select locations for your event. | July - November, excluding early August and early October | \$6,000 - \$10,000 |




KNOW OF ANOTHER ORGANIZATION THAT SHARES LIKE-MINDED GOALS? TEAM UP FOR A JOINT RIVER MAKERS EVENT!

Your organization may recruit another sponsor organization(s) for the same River Makers event, or you may request that FoLAR pair your organization with another sponsor organization to increase the impact of your River Makers event.



Habitat Restoration Commitment Levels

Bolster native species' ability to thrive at the Upper River through a Habitat Restoration* event.




| |  \$3K |  \$3.5K |  \$4K |
|--|--|--|--|
| Duration of Habitat Restoration | 2 HRS | 2 HRS | 3 HRS |
| Slots available at Habitat Restoration | 40 | 75 | 100 |
| Cost for additional participants | \$32/PERSON UP TO 10 | \$32/PERSON UP TO 24 | \$32/PERSON UP TO 24 |
| River Makers certificate | X | X | X |
| Introduction to the LA River and Safety talk | X | X | X |
| All supplies provided | X | X | X |
| Water provided | X | X | X |
| Social media promotion | ONE IG STORY | LINKEDIN POST & IG STORIES EVENT COVERAGE | SHORT IMPACT VIDEO, LINKEDIN POST, & IG STORIES EVENT COVERAGE |
| Post-event impact report | ONE SHEET | ONE SHEET | ONE SHEET |
| Inclusion in our year-end impact annual report | | X | X |
| One hour nature walk and bird tour around Wildlife Reserve | | | X |

*Habitat Restoration must be scheduled at least 30 days in advance.

PLEASE CONTACT SPONSORSHIPS@FOLAR.ORG TO SET UP YOUR VERY OWN RIVER MAKERS EVENT.

River CleanUp Commitment Levels

Protect local River and ocean ecosystems through a River CleanUp* tailored to your needs.

| |  \$6K |  \$7.5K |  \$10K |
|--|--|--|---|
| Duration of River CleanUp | 2 HRS | 2 HRS | 3 HRS |
| Slots available at River CleanUp | 35 | 60 | 80 |
| Cost for additional participants | \$140/PERSON UP TO 24 | \$125/PERSON UP TO 19 | \$100/PERSON UP TO 10 |
| River Makers certificate | X | X | X |
| Introduction to the LA River and Safety talk | X | X | X |
| All cleanup supplies provided | X | X | X |
| Snacks and drinks provided | WATER ONLY | SNACKS AND WATER | CATERING** |
| Social media promotion | ONE IG STORY | LINKEDIN POST & IG STORIES EVENT COVERAGE | SHORT IMPACT VIDEO, LINKEDIN POST, & IG STORIES EVENT COVERAGE |
| Inclusion in our year-end impact annual report | | X | X |
| Post-event impact report | | ONE SHEET | X |
| FoLAR swag item for each participant | | | X |

River CleanUp Add-On Benefits

\$500 River Educator Experience (if available)

\$200 Seed Balls Activity (if available)

PLEASE CONTACT SPONSORSHIPS@FOLAR.ORG TO SET UP YOUR VERY OWN RIVER MAKERS EVENT.



*River CleanUps must be scheduled at least 45 days in advance.

**Catering provided by FoLAR may incur additional costs depending on number of participants and type of catering desired by the River Makers sponsor(s).

2024-2025 Individual Memberships

Make a long-lasting impact as an Individual FoLAR

Member. Not only will you contribute to restoring the LA River, but you will also be eligible to receive exclusive membership perks for an entire year! Membership tiers range from \$25 to \$500, providing exciting opportunities to engage with the River and so much more. Quarterly and monthly payment plans are available.

| |  |  |  |  |  |
|--|---|---|---|---|---|
| BENEFITS | Level 5 | Level 4 | Level 3 | Level 2 | Level 1 |
| Early and discounted event registration | X | X | X | X | X |
| Exclusive membership newsletters | X | X | X | X | X |
| Members-only event invitations | X | X | X | X | X |
| Member-exclusive LA River field trip* | X | X | X | X | X |
| Gray FoLAR t-shirt | X | X | X | X | |
| FoLAR drawstring bag | X | X | X | | |
| FoLAR bucket hat* | X | X | X | | |
| Great blue heron t-shirt | X | X | | | |
| End-of-year members + FoLAR staff celebration | X | X | | | |
| River Fest VIP status | X | | | | |
| Coffee With Candice: 30-min meeting with FoLAR CEO | X | | | | |

2024-2025 FoLAR Explorers

Support K-12 Los Angeles Students and Future Generations. FoLAR is now offering a 12-month FoLAR Explorer package for youth! For \$25, FoLAR Explorers will learn more about upcoming opportunities on the LA River via the exclusive student newsletter and receive a FoLAR kids' bat t-shirt, LA River coloring book, pin, and bat sticker. FoLAR Explorer packages may be donated to a student within FoLAR's K-12 Department. Quarterly and monthly payment plans are available.

ADDITIONAL BENEFITS

Other benefits that aren't currently listed may become available.

10% Discount for College Students, Seniors, and Military.

QUALIFICATIONS

*Capacity restrictions may apply depending on the event or program.



Education, Volunteer, & Community Programs



K-12 Environmental Education: FoLAR's award-winning education programs inspire curiosity for the LA River, a lifelong connection to the natural world, and environmental and civic action for the health and well-being of people and the planet. We currently offer the 4-day Source to Sea Watershed Education Program, Day of Discovery field trips to the LA River, custom education programs, and more! In the 2022-23 school year, FoLAR served a record-breaking 7,800 students.

Monthly Habitat Restoration Day: Join FoLAR, CA Native Plant Society, and San Fernando Valley Audubon Society every fourth Saturday from 8am-11am at the Sepulveda Basin Wildlife Reserve to remove invasive plants and then attend a bird walk! In 2023 alone, 876 volunteers removed 34,070 gallons of invasive vegetation, restoring over 2 acres of native habitat in the Sepulveda Basin.

Free Community Events: Each month, FoLAR's Education team hosts one community program free and open to the public. The format and topic of each month's event varies; past events include Bats & Brews, Spiders & Seltzers, and themed nature walks like the Queer Ecology walk. Join us this year to learn more about the River that connects us all!

TO LEARN MORE AND REGISTER FOR UPCOMING EVENTS, PLEASE VISIT [FOLAR.ORG/EVENTS](https://folar.org/events).





Thank You!

From all of us at FoLAR, thank you for your generous support of and engagement with our work on the Los Angeles River. Alongside River Stewards like you, we can make 2024 our most impactful year on the River yet.



TO LEARN MORE ABOUT HOW YOU OR YOUR ORGANIZATION CAN SUPPORT FOLAR THIS YEAR, PLEASE EMAIL US AT SPONSORSHIPS@FOLAR.ORG TO SCHEDULE AN INTRODUCTORY MEETING.