About Riverkeeper

Riverkeeper is a 501(c)(3) non-profit organization founded in 1966.

Our Mission: Riverkeeper is a member-supported watchdog organization dedicated to defending the ecological integrity of the Hudson River and its tributaries, and to safeguarding the drinking water for 9 million New York City and Hudson Valley residents.

Our vision: A Hudson River teeming with life, flowing with clean, swimmable waters from end to end, and healthy abundant drinking water for New Yorkers.
Our Community

Riverkeeper is supported by **4,000 members** and a network of nearly **50,000 volunteers and supporters**.

Riverkeeper works to engage & empower New Yorkers to take action for clean water. Our members are community leaders who inspire others and spread the word about our work.

- **25,000 website visitors/mo.**
- **17,000 email subscribers**
- **4,000 dues-paying members**
- **2,500 volunteers**
- **47,000+ Social media followers**
Riverkeeper’s Corporate Stewardship Council (CSC) is a group of companies in and around New York that share a common goal of protecting and restoring the Hudson River, safeguarding clean drinking water, and promoting environmental sustainability and responsibility with their employees and customers.

Corporate Stewardship Council members and company employees support Riverkeeper by sponsoring and participating in Riverkeeper activities that promote environmental sustainability and protect and preserve New York’s clean water.

Learn more at www.Riverkeeper.org/corporatestewards
CSC Benefits and Opportunities

Corporate Stewardship Council members have the chance to connect with thousands of New Yorkers who are passionate about the environment through Riverkeeper events and communications.

- **Align your brand** with New York’s premiere clean water advocate
- **Engage employees** with a team-building service project
- **Build good will** in your local community
- **Achieve corporate social responsibility** goals and priorities
- **Promote UN Sustainable Development Goals**

**Sponsorship opportunities include:**

- Riverkeeper Sweep sponsorships
- Custom service projects
- Fishermen’s Ball sponsorships
- Film screenings and event sponsorships
- In-house Employee Engagement
- Riverkeeper programmatic support
Riverkeeper Sweep

Annual Riverkeeper Sweep

Each year on the first Saturday in May, Riverkeeper organizes the largest shoreline clean up in New York, with more than 2,500 volunteers participating in service projects at more than 120 locations from Brooklyn to the Adirondacks. Sweep volunteers protect the Hudson and its tributaries by removing tons of trash and debris from our shorelines and restore habitat by removing invasive species and planting native plants and trees.

Custom service projects for CSC employees can be organized at shoreline sites throughout the year to promote team-building and hands-on environmental stewardship.
Sweep Marketing & Engagement

**Sweep is Riverkeeper’s largest annual event** and the focus of a season-long marketing campaign including:

- Sustained engagement with Riverkeeper’s 4,000 members
- Email marketing to 17,000 subscribers
- Riverkeeper website: 25,000 visitors/month
- Social media platforms: 47,000 followers
- Branding on volunteer T-shirts
- Media coverage reaching thousands of New Yorkers
- Posters reaching thousands of commuters & residents
Fishermen’s Ball

Our annual gala event at Chelsea Piers is New York’s premier gathering of environmental activists, Riverkeeper members, philanthropists and partners.

• *Big Fish* Honorees include HSBC, Hearst, Leonardo DiCaprio, HBO, President Bill Clinton, Eileen Fisher, Trudie Styler and Sting, Patagonia, and EILEEN FISHER

• Includes intimate performances by artists and entertainers such as Sting, Sheryl Crow, Julia Louis-Dreyfus, and Debbie Harry

*Eileen Fisher honors Patagonia at the 2018 Fishermen’s Ball*
Fishermen’s Ball

Sponsorship Opportunities

• Table and ticket purchases include seating for you and your guests as well as branding opportunities in the event promotions and program

• Digital and print Program ads offer a chance to reach our live audience throughout the event

• Underwriting offers exclusive branding opportunities at the event and can be customized to your needs and budget
In partnership with Riverkeeper, companies can sponsor film screening events including panel discussions about clean water issues in New York for local audiences.

Riverkeeper has a selection of short films about our work created by award-winning National Geographic filmmaker Jon Bowermaster including:

- City on the Water
- Source to Sea
- Undamming the Hudson River
- A Living River
Riverkeeper will work with you to create environmentally-focused employee engagement projects built around your company goals and needs and can include:

- In-house film screenings, presentations, and discussions
- Sustainability training and webinars
- Content for newsletters and web pages
- Employee challenges and competitions
Custom Partnerships

Additional marketing and branding opportunities for CSC members include:

- Custom events
- Co-branded merchandise
- Discount programs for Riverkeeper members
- In-store shopping events
- Clean water advocacy campaigns and program sponsorships

For more information about the Corporate Stewardship Council, Riverkeeper marketing and sponsorship opportunities, or questions about custom partnerships, please contact Beth Allee at 914-478-4501 ext. 228 or eallee@Riverkeeper.org

Your support will help advance Riverkeeper’s mission to protect the Hudson River and its tributaries, and safeguard the drinking water for millions of New York City and Hudson Valley residents.
## Corporate Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>Presenting Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
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</thead>
<tbody>
<tr>
<td><strong>Riverkeeper Sweep and shoreline custom service projects</strong></td>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
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<tr>
<td>Volunteer opportunities at multiple Sweep sites, two custom service projects</td>
<td>AND</td>
<td>AND</td>
<td>AND</td>
<td>AND</td>
</tr>
<tr>
<td><strong>Fishermen's Ball table, tickets, and branding and underwriting</strong></td>
<td>1 premier table for 12 guests; underwriting benefits for dinner; digital and print ad</td>
<td>1 table for 10 guests; underwriting for cocktail hour or afterparty; digital and program ad</td>
<td>Two tickets to the Fishermen's Ball and digital and print ad</td>
<td>Digital and print ad</td>
</tr>
<tr>
<td><strong>Film Screenings at public events</strong></td>
<td>Exclusive branding on 3-event public series and opportunity to provide a panelist</td>
<td>Branding on 3-event public series</td>
<td>Branding on 3-event public series</td>
<td>Branding on single public film screening</td>
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<tr>
<td><strong>In-house employee engagement:</strong></td>
<td>Multiple in-house employee events</td>
<td>2 In-house employee events</td>
<td>1 In-house employee events</td>
<td>1 In-house employee events</td>
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</tbody>
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*For customized sponsorship opportunities and additional event options please contact Beth Allee at 914-478-4501 ext. 228 or eallee@Riverkeeper.org*