



Sacramento Area Creeks Council PO Box 162774 Sacramento, CA 95816

(916) 454-4544 · Email: saccreeks@gmail.com

Websites: www.saccreeks.org & www.creekweek.net

November __, 2012

XXX
XXX
XXX
XXX

Dear XXX:

Planning for the 23rd Annual Sacramento County Creek Week is underway, and your help is needed for this event's continued success! Sponsor support over the past 22 years has provided tens of thousands of Sacramento citizens the opportunity to actively improve the health and vitality of our urban creeks and, by extension, our community.

With your help, we hope to exceed 2012 Creek Week results, which included:

2,000 volunteers worked along a total of 32 miles of waterways and helped clean a creek this year. They gathered at 62 different locations. Statistics and highlights below:

- 2,000+ volunteers of all ages and abilities
- Nearly 15 tons of man-made trash removed at 62 clean-up locations
- Approximately 32 miles of waterways improved
- Channels cleared, erosion staved off and room made for native plants by the removal of 115 cubic yards of invasive plants
- Electronic waste found by volunteers was brought to the Celebration for our first-ever E-Waste recycling. 2,600 pounds of e-waste was collected for recycling.

Creek Week's extraordinary efforts enhance the health of our local creeks and increase flood safety by improving stormwater conveyance. The Creek Week tradition of providing public education and stewardship carries on next year. As in previous years, participants will learn about creek protection through following best practices such as proper waste disposal, recycling and using native or drought tolerant plants in home landscaping and public spaces. A new public education component introduced in 2010, water quality testing, will be continued at selected creek sites.

The Creek Week Celebration event will be at Carmichael Park. This lovely park setting allows us to showcase environmental programs from around the Sacramento Area, provides safe parking and plenty of room for growth and inclusion – all to better serve our resident and business volunteers.

Creek Week volunteers are priceless, but we look to you and others like you for the financial support necessary to underwrite an event of this size and importance.

According to your sponsorship level, some of the many benefits provided by a Creek Week 2012 sponsorship provide your business/organization maximum exposure by:

- providing sponsorship displays at prominent points during Creek Week;
- recognizing your contribution in advertisements and printed materials, sponsor boards, posters, activity brochure and web site;
- honoring our sponsors at the Splash Off event and the Celebration;

- showcasing sponsors' logos for Platinum and Gold sponsorships on the Creek Week T-shirt.

We h to work again with *The Sacramento Bee* to include a full-color ad highlighting Creek Week and Platinum Sponsors. Additionally, all sponsors will have the opportunity to get even further exposure by purchasing ad space on the page. Sponsors choosing this option will pay for their extra ad space.

Added benefits you may see as a result of being a sponsor include standing out as an industry leader and enjoying direct contact with consumers.

All sponsorship levels and details are outlined on the attached Sponsorship Response Form.

Please consider our request and complete the enclosed response form. Any support you can provide is appreciated and directly provides opportunities for young and old to demonstrate environmental stewardship, experience the rewards of connecting with their environment and make a real difference in their communities and the world.

To ensure that your sponsorship receives the acknowledgement you deserve on Creek Week promotional materials, please **return the response form by January 2**. If you have any questions about Creek Week or our request, please e-mail or call me at 916 454-4544.

Sincerely,



Alta Tura
President

Enclosures below

CREEK WEEK 2013 OVERVIEW

- Creek Week will begin with the Splash Off on **Friday, April 5, 2013**. During this event, the Creek Steward Award will be presented to a program in recognition of their actions that have benefited our local creeks and environment. In addition, all sponsors will be publicly recognized for their contributions to Creek Week.
- Activities during the days leading up to the cleanup will consist of a variety of nature tours that showcase creeks. Adults and children will learn about the importance of plants and animals inhabiting our creeks and creek corridors and their important roles in the ecosystem.
- Creek Week will culminate on **Saturday, April 13, 2013**, with volunteers joining to clear trash from more than 50 different creek sites in Sacramento County. Volunteers at some sites will remove invasive non-native plants that overpower native plants and choke our local waterways. Clean-up activities help to maintain or improve the riparian habitat along many stream and creek corridors, provide opportunities to connect people to their natural environment and reduce flood risk. The clean-up will be followed by a celebration - complete with food, music, interactive exhibits and contests - at Carmichael Park.

CREEK WEEK 2013 RESPONSE FORM

Please email to saccreeks@gmail.com or fax to (916) 454-4544 and/or mail with your check to PO Box 162774, Sacramento, CA 95816.

To pay by credit card use our PayPal account at www.creekweek.net Click on the "Donate" button.

From: _____ Contact Person

COMPANY/ORGANIZATION

Amount of your tax deductible contribution \$ _____

Check enclosed *Make check payable to Sacramento Area Creeks Council.*

Check to follow

We will provide in-kind services valued at \$ _____

The in-kind services include:

Please make out checks to Sacramento Area Creeks Council, a 501 (c)(3) nonprofit organization. Contributions are tax deductible. Fed. ID # 26-3676166.

Some of the many benefits provided by Creek Week 2013 sponsorship

Platinum (\$2,000 or more) Sponsors will receive, in addition to everything below:

- Recognition in the full color ad (size TBD) in *The Sacramento Bee* celebrating Creek Week

Gold (\$750 to \$1,999) Sponsors will receive, in addition to everything below:

- Prominent placement of your company/organization's name on the Creek Week brochure
- Your logo on the Creek Week T-shirt
(Please provide a black & white logo to saccreeks@gmail.com)

Silver (\$500 to \$749) and **Bronze** (\$250 to \$499) Sponsors:

- In-print recognition on Creek Week brochures and posters and web site
- Event recognition at the Splash Off and Celebration Day
- Association with a popular, well-organized, beneficial service event that traditionally receives media coverage from television, radio, *The Sacramento Bee* and special interest publications
- The knowledge that your sponsorship supports Sacramento Area Creeks Council's efforts to protect, preserve and enhance our valuable creek resources while helping to reduce the threat of flooding

Sacramento Bee Ad Opportunity!

All sponsors have the opportunity to get even further exposure by purchasing ad space on the Creek Week full color ad in *The Sacramento Bee*. Part of last year's ad is attached for reference. This is a great opportunity to support Creek Week and promote your products and services as one of our exclusive sponsors!

In March, a representative from *The Sacramento Bee* will contact you with additional details and answer any questions regarding the Creek Week full color ad and your opportunity to advertise. Although all sponsors will have the opportunity to place an ad, priority ad placement will be given to Platinum Sponsors. The overall size of the Creek Week ad will be determined by the number of participating sponsor advertisers. The price for individual sponsor ads is expected to be about \$300.00. So, plan your budget now.