

EARTH DAY CLEAN UP 2024

WITH THE ROWING DOCK

FRIDAY, APRIL 19, 2024

LADY BIRD LAKE: THREE LOCATIONS

ANTICIPATED ATTENDANCE: 2,000+

The 3rd Annual Earth Day Clean Up Event will be hosted by the Rowing Dock in partnership with The Trail Conservancy, kicking off Earth Day 2024. This is the only community-wide Earth Day clean up event that takes place on both land and lake, and it's a popular event for companies that want to take advantage of team-building opportunities around Earth Day.

Volunteers can register for a 2-hour block, during which they can remove trash whilst paddling on the lake or traversing the Trail on foot. Prizes will be awarded throughout the day at each location for "Most Trash Collected" and "Austin's Weirdest Item Collected."



OUR GOALS



**FOSTER
STEWARDSHIP**
*for the Trail
and Parkland*



RAISE
*Critical Funds
for the Trail*



1.4K-2K
Volunteers
*2022 was 1.4K



Exceed
8,000 LBS.
of Trash Collected
(Last Year's Total)

EARTH DAY CLEAN UP SPONSORSHIP OPPORTUNITIES

SOLD

TITLE SPONSOR

\$60,000 - the Rowing Dock

Hosts event to raise funds for The Trail Conservancy. Acts as event director and is responsible for event operations across all clean up locations, logistics, registration, staffing, boats/equipment, and marketing efforts. Sponsorship is a combination of in-kind and cash contributions.

WHAT'S INCLUDED

Recognition as host and title sponsor of the event with leading placement across all media/creative materials and promotions. Recognition on front of volunteer t-shirt.

EARTH HERO PRESENTING SPONSOR

\$25,000 - *One slot available.*

WHAT'S INCLUDED

Hero logo placement / brand recognition across key channels (website, e-newsletter, press release and media outreach inclusion, RD/TTC social media); Brand shoutouts; Logo placement on volunteer t-shirt in hero position; logo featured on day-of event signage with 'Presented by' language; dedicated lake or land volunteer day for employees; corporate volunteer registrations with unique landing page to register team (capacity limitations apply); on-site vendor booth experience (optional).

LAKE LOVER T-SHIRT SPONSOR

\$10,000 - *Multiple slots available.*

WHAT'S INCLUDED

Logo placement on volunteer t-shirt in hero position; Brand recognition across key channels at corresponding level (website, e-newsletter, RD/TTC social media; corporate volunteer registrations available (capacity limitations apply); dedicated lake or land volunteer day for employees (# dependent on level); on-site vendor booth experience (optional).

TRASH SUPPLY STATION SPONSOR

\$5,000 - *Multiple slots available.*

WHAT'S INCLUDED

Logo recognition on signage at supplies station and volunteer meeting location + verbal brand shoutout; Brand recognition across key channels at corresponding level (website, e-newsletter, RD/TTC social media; corporate volunteer registrations available (capacity limitations apply); recognition on volunteer t-shirt; on-site vendor booth experience (optional).

TRASH WEIGH STATION SPONSOR

\$2,500 - Multiple slots available.

Logo recognition at trash weighing station at one of three clean up locations; Brand recognition across key channels at corresponding level (website, e-newsletter, RD/TTC social media); recognition on volunteer t-shirt; corporate volunteer registrations available (capacity limitations apply).

SOLD

PRIZE SPONSOR

\$2,000 Cash + \$1,000 in Prizes

Ideal sponsorship for retail-based brands. Provides prizes for volunteers who win 'Austin's Weirdest Trash Collected' prize or volunteers who win 'Most Trash Collected' prize. Responsible for sourcing prizes for winners (18 prizes/\$50 each approx). Approval of prizes required. Delivery to Rowing Dock two weeks prior to event.

WHAT'S INCLUDED

Brand name recognized as sponsor of prize when awarded to winning volunteers at end of each time slot; Brand recognition across key channels at corresponding level (website, e-newsletter, RD/TTC social media); recognition on volunteer t-shirt; corporate volunteer registrations available (capacity limitations apply).

Raffle Sponsorship (\$500 cash + \$100 prize value): For retail brands who do not have capacity to provide volume of prizes outlined above, you may participate through an on-site product giveaway via raffle. Reach out to Rowing Dock for more info.

SOLD

TIME SLOT SPONSOR

\$2,000 - One slot available.

WHAT'S INCLUDED

Company name at one time slot at one of core trash pickup locations; Brand recognition across key channels at corresponding level (website, e-newsletter, RD/TTC social media); recognition on volunteer t-shirt; corporate volunteer registrations available (capacity limitations apply).

IN-KIND SPONSORSHIP

REACH OUT TO THE TRAIL CONSERVANCY

Ideal option for retail, food/beverage and boat rental companies as well as service-based brands interested in supporting event (media, advertising, signage, etc.). Recognition will be determined based on level of in-kind donation.

**Sponsorship must be secured 8 weeks prior to event to be included in printed materials. Sponsorship and registration is on a first come first serve basis. If sponsorship includes dedicated company volunteer option, company is responsible for signing up volunteers by predetermined deadline. Spots will be released to the public if deadline is not met.*