



Charles River Watershed Association

Champions of the Charles

Greta Meszoely
Host committee co-chair
Bryan Natale
Host committee co-chair
Michelle Wu
Boston City Councilor
Honoree

WBUR
Honoree

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Dear friend of the Charles,

Charles River Watershed Association will host our Seventh *Champions of the Charles* Gala on September 19, 2019 under the Washburn Pavilion and tent at the Museum of Science on the banks of the Charles River. We are writing today to ask you to join us as a sponsor of the *Champions of the Charles* to advance our mission to use science, advocacy and urban design to protect and restore the Charles River.

This year at the *Champions of the Charles* we will honor Boston City Councilor Michelle Wu for her tireless advocacy to make Boston a leader on Climate Change and WBUR for their dedication to sound environmental reporting. Councilor Wu has championed a speedier transition to a clean energy economy, as well as nature-based solutions that will improve water quality and protect Boston residents from the impacts of climate change that are already here, including flooding and extreme heat. WBUR engages listeners around the world with compelling environmental coverage. Recognizing that changes to our climate and the natural world are posing serious threats to our communities, our health, and the planet, WBUR set out to expand its coverage on environmental reporting by launching *Earthwhile* to raise awareness of the importance of environmental issues which our city and the world at large are facing.

As a sponsor of the Seventh *Champions of the Charles*, you join 150 companies and organizations that recognize the need for a clean river and support CRWA's innovative work preventing pollution and building resilience to flood and drought. We will recognize your generosity as a sponsor on the Seventh *Champions of the Charles* invitation and event program book, as well as other promotional materials. As a sponsor, we invite you to join in the celebration with your guests at this very special event. Please refer to the enclosed sponsorship packet for details of how you can participate.

We thank you in advance for your generous support and look forward to welcoming you and your guests at our Seventh *Champions of the Charles* gala in September.

With sincere thanks and appreciation,

Emily Norton
Executive Director

CHARLES RIVER WATERSHED ASSOCIATION

PROTECTING, PRESERVING AND ENHANCING THE CHARLES RIVER AND ITS WATERSHED THROUGH SCIENCE, ADVOCACY AND THE LAW

www.charlesriver.org



Charles River Watershed Association



CRWA's Three-Pronged Approach to Protect the Charles

The Charles River is more than just a river. It is where you learned to sail, the docks where you escape to read, the trails you jog or walk your dog, the view you enjoy from your office, train or car.

The Charles River is cleaner than it was decades ago, but new challenges loom. Climate change is bringing heavier rainstorms interspersed with more frequent droughts, worsening water quality. In the face of these new threats, CRWA's innovative science, engineering, advocacy and education are needed more than ever.

You understand the importance the Charles River for our community, and the need for CRWA's science and advocacy on behalf of the river. Thank you for supporting our work.

Science

Our data collection and analysis give us a solid foundation to develop practical and successful solutions to restore the Charles River.

Advocacy and Education

We promote policies that encourage sustainable watershed management practices and help residents develop the skills to protect the Charles River.

Engineering

Our Blue Cities Initiative addresses serious water and sustainability challenges by mimicking nature through rain gardens, pervious alleys and Boston Green Streets.

SEVENTH CHAMPIONS OF THE CHARLES

CELEBRATING A COMMITMENT TO THE CHARLES RIVER

www.charlesriver.org/champions

Thursday, September 19, 2019 6:30 - 9:00 PM
Washburn Pavilion at the Museum of Science
Boston, MA

Join CRWA for an elegant, fun-filled evening to raise funds to protect the Charles River for wildlife, recreation and future generations. On the banks of the Charles River, 200-300 guests will enjoy a magical evening honoring Boston City Councilor Michelle Wu, and WBUR for their work on behalf of the Charles River and the environment.

We invite you to "Champion" the Charles as a lead sponsor of this event to support CRWA's continued work in science, engineering, advocacy and education. Please find a list of sponsorship levels and benefits enclosed.

2019 CORPORATE SPONSORSHIP OPPORTUNITIES

PLATINUM - \$25,000

- Exclusive sponsorship level including gala naming rights and logo featured prominently in all publicity
- Company logo signage on entrance to event and mention in speaking program
- Full Page (5" by 8") advertisement in *Champions of the Charles* program book
- Prominent placement of company logo on event webpage and all promotional materials
- Six posts with company name and sponsorship on CRWA's Facebook, Twitter or Instagram
- Listing in CRWA's *River Current*, a bi-monthly email subscription sent to 6,000+
- 10 tickets to *Champions of the Charles* with VIP seating and Champagne Reception
- Boston Duck Tour private company outing

GOLD - \$15,000

- Company branding at event and mention in speaking program
- Silent Auction naming rights
- Full Page (5" by 8") advertisement in *Champions of the Charles* program book
- Placement of company logo on webpage and all promotional materials
- Four posts with company name and sponsorship on CRWA's Facebook, Twitter or Instagram
- Six tickets to *Champions of the Charles* with VIP seating
- Canoe for Clean Water environmental team building opportunity for company employees

SILVER - \$10,000

- Half Page (5" by 4") advertisement in *Champions of the Charles* program book
- Placement of company logo on website and all promotional materials
- Three posts with company name and sponsorship on CRWA's Facebook, Twitter or Instagram
- Six tickets to *Champions of the Charles*

BRONZE - \$5,000

- Quarter Page (5" by 2") advertisement in *Champions of the Charles* program book
- Placement of company logo on webpage and all promotional materials
- Two posts with company name and sponsorship on CRWA's Facebook, Twitter or Instagram
- Four tickets to *Champions of the Charles*

TEAM - \$1,000

- Listing in *Champions of the Charles* program book
- Placement of company logo on event webpage and all promotional materials
- Two tickets to *Champions of the Charles*

2019 CORPORATE SPONSORSHIP REACH

- **5,000** boaters, outdoor enthusiasts, and watershed residents subscribe to CRWA's electronic newsletter, the River Current
- **1,000** metro-Boston residents will receive the Champions of the Charles invitation by post and **5,000** by email
- Average of **4,000** visits per month to Charles River Watershed Association's website charlesriver.org
- Average of **800** visits per month to Charles River Watershed Association's blog, From Our Window
- **1,500** Facebook users "like" CRWA and **1,750** Twitter users follow CRWA
- **200-300** guests expected to attend Champions of the Charles



The iconic Charles River, meandering 80 miles and flowing through 23 communities, is the life blood of greater metropolitan Boston. The river is vital to the health and well being of our community. Thanks to the work of CRWA and our allies, the Charles River is much cleaner than it used to be, but ironically this carries its own threats from private developers seeking to restrict public access, or local governments looking to weaken pollution control regulations. With your support, CRWA will continue to be here, fighting to protect and preserve the river we all love.

We hope you can join us!

CHAMPIONS OF THE CHARLES HOST COMMITTEE

Committee Chairs

Greta Meszoely & Hamid Benbrahim

Bryan Natale & Carolina Save Natale

Committee Members

Carolina Comella

Gordon Burnes & Suzie Tapson

John DeVillars & Gunnel Clark

Laurie & Christopher Doyle

Richard Gonci

John Howe & Teresa Masterson - Howe

Elizabeth L. Johnson

Pat King & Tom Powers

Sharon Malt

Linda & Andy McLane

Jeryl and Stephen Oristaglio

Daniel G. Sarles

Grant Thomas-Lepore



SEVENTH CHAMPIONS OF THE CHARLES
CELEBRATING A COMMITMENT TO THE CHARLES RIVER

www.charlesriver.org/champions

2019 CORPORATE SPONSORSHIP

Yes, I/we choose to support the 2019 *Champions of the Charles* as a

- \$25,000 PLATINUM CHAMPION
- \$15,000 GOLD CHAMPION
- \$10,000 SILVER CHAMPION
- \$5,000 BRONZE CHAMPION
- \$1,000 TEAM CHAMPION

- Please charge my Master Card, Visa, AMEX
- I have enclosed a check

Please return form to:

Charles River Watershed Association
Attention: Audrey Wallace
190 Park Road
Weston, MA 02493

COMPANY NAME TO BE LISTED ON PROMOTIONAL MATERIALS

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

NUMBER OF GUESTS ATTENDING

GUEST NAME(S)

CREDIT CARD #

EXPIRATION

SIGNATURE