



Dear Community Partners,

Georgia River Network (GRN) is excited to announce sponsorship opportunities for our 2021 Paddle Georgia river adventures. Due to the ongoing COVID-19 pandemic, Georgia River Network will not host its Paddle Georgia event attended by more than 300 people annually. Instead, in 2021, we will embark on an ambitious plan to host smaller, COVID-safe day trips and weekend canoe camping trips in all 14 of Georgia's major river basins!



Through these adventures, Georgia River Network will introduce more than 500 people to Georgia's rivers and generate more than \$70,000 to protect Georgia's water, build water trails and improve recreational access to the state's water bodies.

We need your support to continue this important mission in the midst of this ongoing pandemic.

Georgia River Network's 2021 river adventure schedule includes seven bike-paddle trips, seven weekend canoe camping trips, and 2021's version

of Paddle Georgia, a 7-day, small-group, canoe camping adventure on the Flint River. Most events will be limited to 30 registrants, and each one will be designed to allow for

Centers for Disease Control COVID-19 recommendations to be followed closely. For instance, our bike-paddle trips eliminate the need to put participants together in buses, vans or vehicles by running our shuttles using our bikes. Likewise, on some trips we will use coastal Georgia's rising and falling tides to explore rivers without need for shuttles.

### **Great Sponsorship Opportunity for Your Business**

- When you choose to support Georgia River Network through our paddling adventures, your business is recognized as a sponsor at all events, including recognition on the event website, banners and t-shirts as well as in all media relations material.
- As a sponsor, your name can be put before some 5,000 paddling enthusiasts through our e-mail and social media networks.
- GRN events receive outstanding earned media coverage. Since 2005, these events have generated more than 400 newspaper articles, TV and radio stories, YouTube videos, and blog posts including features on Georgia Public Broadcasting's Georgia Outdoors, Georgia Traveler, and GBP Radio; HGTV's "Deserving Design;" and in Southern Living and Georgia Magazine.
- Since 2005, these events have attracted more than 5,000 participants and generated more than \$500,000 to support river protection and water trail development in Georgia.
- Your business has a captive audience at all our paddling events, and our staff can work with you to optimize your exposure before, during and after these events.

*GRN's 2021 river adventure schedule features paddle trips in each of Georgia 14 major river basins*

- GRN events give your employees opportunities to participate in river cleanups and other stewardship activities.

**About Georgia River Network:**

As the voice of Georgia’s rivers, we help everyone enjoy, connect with, and advocate for economically vital and clean flowing rivers. Working with local watershed groups around the state, Georgia River Network advocates for state policies that ensure strong protections for Georgia’s rivers and works to improve recreational access to Georgia’s rivers through the establishment of a statewide water trail system.



*River Rest and Relaxation.*

In 2021, your sponsorship support will help fund Georgia River Network’s advocacy efforts to protect Georgia’s rivers, including the Okefenokee Swamp, which is currently threatened by a proposed titanium mine near the National Natural Landmark. Your sponsorship funds will also support the development of a statewide water trail app for smart phones that will make it easier to safely explore Georgia’s rivers and water trail system.

**About Georgia River Network’s River Adventures:**

GRN’s river adventure events serve as the cornerstone of our efforts to protect Georgia’s waterways and improve recreational access to those rivers. How? We believe that the best way to create stewards of our rivers is to give people opportunities to establish relationships with those rivers. It’s simple: we get people on our rivers; they fall in love with those rivers; they then take actions to protect those rivers.

GRN river adventure alumni are now leaders in local watershed protection groups, active Georgia Adopt-A-Stream water monitors, river cleanup organizers, water trail promoters and more. For instance, South Carolina’s citizen water monitoring program was established thanks to the efforts of participants who were inspired by Paddle Georgia. GRN’s Paddle Georgia 2008 provided initial funding for the establishment of Flint Riverkeeper and Paddle Georgia 2006 provided the impetus for the creation of the Etowah River Water Trail, a 160-mile boating trail that has helped establish 10 new public access points on the river in the last decade.



*River cleanups*

For all the fun and memories that are created on GRN’s events, the journeys are really much more than just paddle trips. GRN offers scholarships to Georgia educators who receive environmental education curriculum training during our journeys. GRN also partners with other groups to enable underserved youth to participate in our trips and sponsors river cleanups. Through a partnership with the Georgia Department of Natural Resources Adopt-A-Stream program, participants in some of our river adventures have the opportunity to become certified citizen water monitors.

Additionally, during each event, we provide opportunities for participants to learn about issues impacting our rivers through guest speakers, tours of water and wastewater treatment plants, visits to industrial facilities and programs about cultural and natural history surrounding the river.

As many participants have described it, GRN's events are like summer camp for adults and families. Paddlers range in age from 2 to 82 and include many multi-generational groups.

**Sign up now:**

We are offering many flexible sponsorship options provided in the enclosed materials. Please use the enclosed reply form to take advantage of this sponsorship opportunity. Your generosity will allow GRN to continue hosting our paddling events while supporting our statewide, year-round protection and restoration efforts and water trail development for all of Georgia's rivers. Additionally, because Georgia River Network is a 501(c)3 non-profit organization, your monetary and in-kind donations are tax deductible.



*Water monitoring with students and teachers on GRN river adventure scholarships.*

Should you have any questions, please don't hesitate to contact me ([rena@garivers.org](mailto:rena@garivers.org) or 404-395-6250) or Joe Cook ([joe@garivers.org](mailto:joe@garivers.org) or 706-409-0128).

Sincerely,

Rena Ann Peck, Executive Director

## **2020 Sponsors**

Hennessy Land Rover • Cedar Creek Outdoor Center • CYA Insurance Agency  
Oglethorpe Power • Nestle-Purina • Baxter & Harbin, LLC • R. Terry Pate CPA  
Miller-Coors • Southwire • China Clay Producers Association • Georgia Mining Association  
Colonial Pipeline • Outside World Outfitters • Turner Foundation • Mill Creek Environmental  
Brown and Caldwell • Nestle-Purina • Len Foote Hike Inn • The Rain Barrel Depot  
Vibe Kayaks • Alston & Bird • Coca-Cola • Fruit of the Loom • Jerzees • Pond  
Patagonia • Blueway • Stream Techs • Siegel Insurance/Auto Owner's Insurance • REI  
EarthShare Georgia • R.E.M. • Adventure Keen • Fire & Flavor  
Nantahala Outdoor Center • Café Campesino

## **2020 Partners**

American Canoe Association • Georgia Canoeing Association  
Georgia Adopt-A-Stream • Project WET

# Georgia River Network 2021 River Adventures Sponsorship Levels

## 15 Trips—Including One In Each of Georgia's 14 Major River Basins

For more information contact Joe Cook at [joe@garivers.org](mailto:joe@garivers.org) or 706-409-0128

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### **\$20,000 Presenting Sponsor**

- Logo appears first and you receive top billing as presenting sponsor in all promotional materials, website and banners at events, in news releases and event t-shirts
- Recognition on GRN's website with a link to your website
- Opportunity to make a presentation at one of our river adventures.
- Exhibit space at campsites and placement of promotional item in registration packets
- 6 complimentary registrations to participate in the river adventures of your choice
- Recognition in GRN's *Confluence e-newsletter* and printed *Confluence newsletter*

### **\$10,000 Class V Sponsor**

- Logo appears on website, banners, news releases and on event t-shirts
- Recognition on GRN's website with a link to your website
- Opportunity to make a presentation at one of our river adventures.
- Exhibit space at campsites and placement of promotional item in registration packets
- 5 complimentary registrations to participate in the river adventures of your choice
- Recognition in GRN's *Confluence e-newsletter* and printed *Confluence newsletter*

### **\$5,000 Class IV Sponsor**

- Logo appears on website, banners, news releases and on event t-shirts
- Recognition on GRN's website with a link to your website
- Exhibit space at campsites and placement of promotional item in registration packets
- 4 complimentary registrations to participate in the river adventures of your choice
- Recognition in GRN's *Confluence e-newsletter* and printed *Confluence newsletter*

### **\$2,500 Class III Sponsor**

- Logo appears on website, banners, news releases and on event t-shirts
- Recognition on GRN's website with a link to your website
- Placement of promotional item in registration packets
- 2 complimentary registrations to participate in the river adventures of your choice
- Recognition in GRN's *Confluence e-newsletter* and printed *Confluence newsletter*

### **\$1,000 Class II Sponsor**

- Logo appears on website, banners, news releases and on event t-shirts
- Recognition on GRN's website with a link to your website
- Placement of promotional item in registration packets
- 1 complimentary registration to participate in the river adventure of your choice
- Recognition in GRN's *Confluence e-newsletter* and printed *Confluence newsletter*

### **\$500 Class I Sponsor**

- Logo appears on website, banners, news releases and on event t-shirts
- Recognition on GRN's website
- Recognition in GRN's *Confluence e-newsletter* and printed *Confluence newsletter*

### **\$250 Supporting Sponsor/In Kind Donors**

- Logo appears on website, banners, news releases and on event t-shirts
- Recognition in GRN's *Confluence e-newsletter* and printed *Confluence newsletter*

## SPONSOR REPLY FORM

Company/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor Name – as you would like it to appear on printed materials

*Please print:* \_\_\_\_\_

Please email your logo to [joe@garivers.org](mailto:joe@garivers.org) in .jpg or .tif format, 300dpi.

### We will sponsor at the following level:

- Presenting Sponsor \$20,000 (6 Complimentary Registrations)
- Class V Sponsor \$10,000 (5 Complimentary Registrations)
- Class IV \$5,000 (4 Complimentary Registrations)
- Class III Sponsor \$2,500 (2 Complimentary Registrations)
- Class II Sponsor \$1,000 (1 Complimentary Registration)
- Class I Sponsor \$500
- Supporting Sponsor \$250
- We will provide food/beverage/merchandise donations: \_\_\_\_\_
- We will provide give away items: \_\_\_\_\_

Guest Names participating in Paddle Georgia event (*if applicable*): (or email names to [joe@garivers.org](mailto:joe@garivers.org))

*Please print:* \_\_\_\_\_

**Payment Type:**  Check (payable to Georgia River Network) |  Visa |  MasterCard

Payment Amount: \$\_\_\_\_\_

If paying by credit card:

Card Number: \_\_\_\_\_

Security Code (3-4 Digit Code) \_\_\_\_\_ Expiration date: \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Printed Name as on card: \_\_\_\_\_ Authorized signature: \_\_\_\_\_

**Please complete this form and return to:** Georgia River Network, Attn: Rena Peck  
126 South Milledge Avenue, Suite E3, Athens, GA 30605 or email to [rena@garivers.org](mailto:rena@garivers.org)

**THANK YOU FOR YOUR SUPPORT!**

## 2021 Georgia River Network River Adventure Schedule

**Jan. 15-17: Okefenokee & St. Marys River**—Two days of paddling and two nights of camping as we explore the Okefenokee Swamp and the St. Marys River along the Georgia-Florida line.

**Feb. 12-14: Ochlockonee River**—A two-day journey along the Ochlockonee River Water Trail in far South Georgia with camping at nearby Birdsong Nature Center.

**March 12-14: Ogeechee River**—A coastal adventure with two-days of paddling on the Ogeechee River with camping and programs at the historic Savannah-Ogeechee Canal.

**April 9-11: Satilla River**—Paddle Georgia Spring on the Satilla features two days of tidally-influenced paddling on the Satilla River and beautiful blackwater creeks with camping at Satilla Lodge.

**April 24: Tallapoosa River**—A bike-paddle adventure along the Dub Denman Canoe Trail in West Georgia's Haralson County.

**May 8: Ocmulgee River**—A bike-paddle adventure along the Ocmulgee River Water Trail in Central Georgia coinciding with the Ocmulgee Wild Hog Festival in Abbeville.

**May 15: Chickamauga Creek**—A bike-paddle adventure on a Tennessee River tributary in Northwest Georgia.

**May 29: Tugaloo River**—A bike-paddle adventure along the Tugaloo River Water Trail and Lake Hartwell featuring a side trip to Long Nose Falls.

**June 20-26: Flint River**—2021's version of Paddle Georgia, a seven-day, canoe/kayak camping adventure covering nearly 100 miles of the Flint River in Southwest Georgia between Cordele and Bainbridge limited to 20 participants.

**July 24: Chattahoochee River**—A bike-paddle adventure on historic portions of the Chattahoochee River in Carroll, Coweta and Heard counties.

**Aug. 21: Oostanaula River**—A bike-paddle adventure on this Coosa River tributary in Northwest Georgia known for its robust population of freshwater mussels

**Sept. 11: Oconee River**—A bike-paddle adventure on the Oconee River featuring visits to Barnett Shoals and Scull Shoals historic sites.

**Oct. 8-10: Flint River**—Paddle Georgia Fall Float on the Flint includes 36 miles of paddling featuring some of Georgia's most beautiful blue hole springs with two nights of on-river camping at Rocky Bend Flint River Retreat.

**Nov. 5-7: Altamaha River**—A two-day paddle camping adventure on the Georgia coast near the mouth of the Altamaha River, featuring an out-and-back journey to Sapelo Island with camping on this storied barrier island.

**Nov. 12-14: Suwannee River**—A two-day adventure beginning in the Okefenokee Swamp and ending along the Suwannee River near Folkston with two nights of on-river camping.