

Dear Community Partners,

PADDLE GEORGIA IS BACK!...and just in time to celebrate Georgia River Network's 25th anniversary of protecting Georgia's rivers in 2023!



Body surfing down the Chattahoochee during Paddle Georgia 2022

After a two-year COVID-19-induced hiatus, Georgia River Network is excited to announce that we will once again host the country's largest, week-long, canoe/kayak camping adventure with more than 250 participants expected. We invite you to serve as a sponsor for this one-of-a-kind event as well as Georgia River Network's other on-river events. In 2023, GRN expects to engage no less than 600 individuals in our on-river events that include:



- Paddle Georgia 2023, our signature week-long educational adventure
- Day trips
- Weekend camping trips
- Kayaking skills and water safety trainings

Through these adventures, Georgia River Network will generate more than \$100,000 to protect Georgia's water, build water trails and expand Georgia's paddle sports and river advocacy communities.

Your Paddle Georgia 2023 Sponsorship Supports Effort To...

- maintain our Georgia River Guide smart phone app featuring more than 30 Georgia water trails
- continue the organization's river user's guidebook series
- promote boating safety
- promote involvement in Georgia's Adopt-A-Stream citizen water monitoring program
- facilitate river cleanups
- engage Georgia's minority communities in river recreation
- introduce underserved youth to Georgia's rivers
- provide environmental education training for Georgia teachers



Engaging minority communities to diversify the paddle sports and river advocacy communities.

Our free Georgia River Guide smartphone app debuted in March 2022 and now boasts of more than 6,000 users; the Altamaha River User's Guide has been completed and is set for publication in 2024 while work on the Savannah River User's Guide has begun, representing the eighth book in the series. Together, these traditional and digital river information resources will help everyone more safely explore these rivers.

Additionally, during Paddle Georgia 2023, we will organize a one-day river cleanup, train participants to become certified as Georgia Adopt-A-Stream citizen water monitors, provide a group of teachers with environmental education training and host a group of underserved youth on the seven-day adventure.

Throughout the year, Georgia River Network staff will provide kayaking skills and water safety training classes. These classes will train first-time paddlers in basic water safety and train more experienced paddlers to become certified as American Canoe Association kayaking instructors. This program focuses on recruiting individuals who can engage Black, Hispanic and other minority groups in river recreation.

Paddle-A-Thon

To celebrate Georgia River Network's 25th year of protecting Georgia's rivers, we're organizing this peer-to-peer fundraising challenge and competition to see which Georgia River Network members and supporters can raise the most money for river protection and explore the most miles of Georgia's rivers, streams, lakes and swamps in 2023.

Your business can get involved by organizing your associates into a Paddle-A-Thon team. Log your miles paddled and raise funds to support Georgia River Network programs. *The top team wins a paddle trip and dinner party for 25 guests!*

Meanwhile, individual participants will compete for great prizes from Georgia River Network and our sponsors, including new kayaks, outdoor gear and river swag.

Great Sponsorship Opportunity for Your Business

- 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 system and some 12,000 people through our social media networks.
- GRN events receive outstanding earned media coverage. Since 2005, these events have generated more than 420 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 6,000 participants and generated more than \$700,000 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 events give your employees opportunities to participate in river cleanups and other stewardship activities.



Georgia Adopt-A-Stream water monitoring workshops

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.

About Georgia River Network's Paddle Georgia Events:

GRN's Paddle Georgia program serves as the cornerstone of our efforts to protect Georgia's waterways and improve recreational access to those rivers. We believe that



Discovering Georgia's wildlife.

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. Of course, we also have a heck of a lot of fun on our rivers. As many participants have described it, our events are like summer camp for adults and families.

Sign Up Now:

We offer many flexible sponsorship options. Please use the enclosed reply form to take advantage of this sponsorship opportunity. Georgia River Network is a 501(c)3 non-profit organization; your monetary and in-kind donations are tax deductible. Should you have any questions, please don't hesitate to contact me (rena@garivers.org or 404-395-6250) or Joe Cook, Paddle Georgia Coordinator, (joe@garivers.org or 706-409-0128).

Sincerely,

Rena Ann Peck, Executive Director

2022 Sponsors & Partners

Hennessy Land Rover • Georgia Power Company • Southwire • Yamaha RightWaters • Nestle-Purina
Oglethorpe Power • Cedar Creek Outdoor Center • Baxter & Harbin, LLC • R. Terry Pate CPA
China Clay Producers Association • Colonial Pipeline • Isdell Family Foundation • Brown and Caldwell
Len Foote Hike Inn • The Rain Barrel Depot • Vibe Kayaks • Fruit of the Loom • Jerzees
Molson-Coors and Terrapin Beer Co. • RES • Patagonia • Siegel Insurance/Auto Owner's Insurance
Mill Creek Environmental • REI • Stream Techs • R.E.M. • Storm Water Systems
Two Nine Productions • Adventure Keen • Yellow River Water Trail • EarthShare of Georgia • Minority
Outdoor Alliance • American Canoe Association • Georgia Adopt-A-Stream and Project WET

Georgia River Network Paddle Georgia 2023 Sponsorship Levels

For more information contact Joe Cook at joe@garivers.org or 706-409-0128

\$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*
- Opportunity for advertising in the Georgia River Guide App

\$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*
- Opportunity for advertising in the Georgia River Guide App

\$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*

\$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*

\$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*

\$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*

\$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*

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 in .jpg or .tif format (300 dpi or greater please!)

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)

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

ONLINE DONATION FORM: You may also submit your donation via our online donation portal at:
<https://garivers.org/join-donate/>

THANK YOU FOR YOUR SUPPORT!

