River Alliance of Wisconsin empowers people to protect and restore water. For 28 years, our members have advanced conservation policy and taken local action to restore waterways throughout the state.

River Alliance of Wisconsin protects Wisconsin waters and activates leadership in advocacy. We achieve this through water advocacy, business engagement, agricultural water stewardship, watershed group support and invasive species management.
## Levels of Sponsorship

<table>
<thead>
<tr>
<th>Sponsor recognition</th>
<th>Conservator $10,000</th>
<th>Protector $5,000</th>
<th>Steward $2,500</th>
<th>Leader $1,000</th>
<th>Supporter $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>River Alliance annual report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital marketing recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Event sponsorship mention</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Name in print event postcard invitations and WaterWays newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in print event postcard invitations and WaterWays newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Paid social media ads with event sponsor logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Tabling at events</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner or digital display at events</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Sponsor benefits

* River Alliance annual report is mailed to hundreds of our top donors and a copy is available on our website.
* **Digital marketing recognition** includes social media, email newsletter and event marketing mentions.
* **Events in the 2021-22 season are planned** and include River Rat Chats across Wisconsin, and the annual Wild & Scenic Film Festival and Fools’ Flotilla in Madison.
* Print newsletters and event invitations are mailed to around 6,000 supporters statewide.
* **Paid Facebook and Instagram social media ads** will be targeted based on audience interests and event locations.
River Alliance Programs

Become an annual business sponsor of River Alliance of Wisconsin. As a business sponsor, you can fund your values and support efforts to protect, restore, and celebrate Wisconsin’s rivers and streams, ensure Wisconsin families have clean drinking water, and support communities’ vibrant outdoors and tourism.

Protecting rivers with community-based science and invasive species monitoring
River Alliance partners with state and local government agencies, universities, and local water protection groups to coordinate aquatic invasive species monitoring. Through volunteer programs, tracking and training protocols, and public outreach efforts, we are a statewide leader in bringing science and community together to protect our rivers and streams.

Supporting farmers and water stewardship
River Alliance’s Clear Water Farms program connects a network of farmers who implement meaningful water stewardship plans on their farms. River Alliance shares their stories to support these farmers as frontline advocates and peer influencers for water protection in Wisconsin’s diverse agricultural industry.

Water policy leadership and advocacy through the Wisconsin Water Agenda
If we want to protect our health and economy we need a better way to manage our water resources. Together with a diverse group of experts from around the state, we identified the attributes of a water management system that could achieve our human health and ecological goals. The comprehensive Wisconsin Water Agenda is a guide in our path to clean water for all, a healthy environment, and a vibrant economy.
Clear Water Business Consortium recognizes and connects Wisconsin businesses that believe clean water is good for business, and whose business depends on clean water.

River Alliance of Wisconsin's Clear Water Business Consortium members:
- promote the economic and environmental benefits of good water quality and shows how Wisconsin businesses depend on clean and plentiful water.
- advocate for policies that value the economic and social contribution of all businesses.
- join together with diverse water businesses under the common interest of healthy water.

Benefits
Members receive a mention on our Clean Water Business Consortium webpage, fun swag, and River Alliance-facilitated opportunities to advocate for clean water policy.

Unable to make a donation, but interested in supporting clean water? Contact us to become a Clear Water Business Consortium Member and we will discuss other ways to support.

For more information on becoming a business sponsor of River Alliance or a member of the Clear Water Business Consortium, contact Development Director Karen Anderson, 608-257-2424 x116, kanderson@wisconsinrivers.org.