



*“Thus has nature placed and preserved at the very gates of Boston riches of scenery such as many another American city would give millions to create, if it were possible.”*

*Charles Eliot*

## 2010 10<sup>th</sup> Anniversary Corporate Sponsorship Program

### Investing in the Future of the Parklands

Imagine how different your life in this city would without the Charles River Parklands. And imagine if nobody looked out for them. For 10 years, the Conservancy has worked to achieve the potential of this magnificent **democratic common ground** that Charles Eliot envisioned in the 1890s. Generous supporters have played a vital role in the Charles River Conservancy’s history, donating funds and rolling up their sleeves to help us do the physical work required to maintain and develop this precious resource. In times of economic hardship and stress for many, the Charles River Parklands provide an important place for both relaxation and recreation. Join us in taking care of this public resource that so clearly defines our city. **Together we can make a big difference.**

### Charles River Conservancy Donors and Volunteer Profile

- A membership of affluent, engaged, civic-minded citizens.
- A growing roster of Conservancy Volunteers who have now invested \$1,000,000 worth of labor in the hands-on work of Parklands renewal.
- Over 350 corporations and organizations participating in 80 annual Team Building days along the river.
- Hundreds of families participating in the Conservancy’s Sunday Parklands Games.

### Supporting the Charles River Conservancy Makes Good Business Sense

- Market your firm to potential customers and clients with significant disposable incomes.
- Demonstrate your corporate philanthropy and values to over 18,000 Conservancy donors and volunteers.
- Expose your name to influential business and political leaders.
- Increase visibility among your peers as a leader in civic and environmental concerns.

### About the Events

In celebration of our 10th anniversary, we will be holding two events. On June 15, 2010, the CRC will host over 300 business, government and community leaders at the Museum of Science’s Riverfront Pavilion at a luncheon honoring **Henry Lee**, Founder and President of the Friends of the Public Garden, and our lead Conservancy sponsors, **Carolyn and Peter Lynch**. Our **keynote speakers** will be **Tom Ashbrook**, Host of NPR’s “On Point”, and **Fred Salvucci**, former Secretary of Transportation for the Commonwealth and now Senior Lecturer at MIT’s Center for Transportation and Logistics. We will also be hosting a special sponsored Sunday Parkland Games in the Summer of 2010 which will bring together hundreds of families and individuals to play badminton, bocce, croquet, tetherball, and more on the riverbanks next to the car-free Memorial Drive.

*Visionary*

*Rejuvenator*

*Steward*

**INTERSYSTEMS**

**Bank of America**

Harvard University  
Novartis

## 2010 10<sup>th</sup> Anniversary Corporate Sponsorship Program

YES! I want to support the Charles River Conservancy. I pledge my support as indicated below

■ **Visionary - \$15,000**

Marquee logo on public banners  
 Marquee logo on banners at luncheon and public event  
 Full page inside cover message in Anniversary *River Stories*, with company logo on back  
 Recognition in CRC save-the-date card and invitation  
 Recognition/logo in CRC e-newsletter and printed piece  
 Link on CRC website and Facebook page  
 Corporate team-building day for 50 people  
 1 table at luncheon  
 2 seats at 1 of 2 speaker tables  
 Acknowledgement at luncheon and public event  
 Acknowledgement in press releases  
 Company name in color on Charles River poster  
 Informal brown bag luncheon at your office by Renata von Tscharnar.

■ **Rejuvenator - \$10,000**

Logo on public banners  
 Logo on banners at luncheon and public event  
 Full page message in Anniversary *River Stories*  
 Recognition in CRC save-the-date card and invitation  
 Recognition/logo in CRC e-newsletter and printed piece  
 Link on CRC website and Facebook page  
 Corporate team-building day for 25 people  
 5 seats at luncheon  
 1 seat at 1 of 2 speaker tables  
 Acknowledgement at luncheon and public event  
 Acknowledgement in press releases  
 Company name on Charles River poster

■ **Steward - \$5,000**

½ page message in Anniversary *River Stories*  
 Listing in CRC save-the-date card and invitation  
 Listing in CRC e-newsletter and printed piece  
 Listing on CRC website and Facebook page  
 2 seats at luncheon  
 Acknowledgement at luncheon  
 Acknowledgement in press releases  
 Company name on Charles River poster

■ **Nurturer - \$2,500**

¼ page message in Anniversary *River Stories*  
 Listing in CRC save-the-date card and invitation  
 Listing in CRC e-newsletter and printed piece  
 Listing on CRC website and Facebook page  
 1 seat at luncheon  
 Acknowledgement in press releases  
 Company name on Charles River poster

■ **Conservator - \$1,000**

1/8 page message in Anniversary *River Stories*  
 Listing in CRC e-newsletter and printed piece  
 Listing on CRC website and Facebook page  
 Acknowledgement in press releases  
 Company name on Charles River poster

■ **Landscaper - \$500**

Listing in program  
 Listing in CRC e-newsletter and printed piece  
 Listing on CRC website and Facebook page

Please fax or email to the Charles River Conservancy at 617-491-1245 or [dvs@thecharles.org](mailto:dvs@thecharles.org)

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

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

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

Fax: \_\_\_\_\_

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

\* please note that acknowledgement in printed pieces requires a signed commitment by April 9.