



Santa Fe
WATERSHED
ASSOCIATION

The mission of the Santa Fe Watershed Association is to protect and restore the health and vibrancy of the Santa Fe River and its watershed for the benefit of people and the environment. We achieve this through education, restoration, stewardship, and advocacy. From the River's headwaters to the Rio Grande, we honor the connection of people and the watershed.

2020 Sponsorship Opportunities

Adopt-the-River

Adopt-an-Arroyo

Winter Watershed Benefit

Wild and Scenic Film Festival On Tour





ADOPT PROGRAMS

ADOPT-THE-RIVER



The Santa Fe River is up for adoption! Our community river needs your help and care to stay vibrant and healthy. The Santa Fe Watershed Association and the City and County of Santa Fe partner on the Adopt-the-River program to enlist businesses, groups, and individuals to help take care of the river. Our ultimate goal is to continue bringing the river back to life, which requires an integrated program of storm runoff management, releases from upstream reservoirs, and use of the river channel as a zone for aquifer recharge. Contribution levels range between \$1,000 to \$1,500 per year, depending on the location of the river reach. Sponsors and Stewards are credited with their name and logo on hanging signs along their section of the river, and visible from the road and the river.

ADOPT-AN-ARROYO

Santa Fe's arroyos, which feed directly into the Santa Fe River and have been largely neglected, are filled with trash, and have been left to erode. Their soils, neighboring banks and channels, are slipping away, setting the scene for dangerous storm events and floods. The Adopt-an-Arroyo program will strive to clean up the intrinsic and necessary drainages by removing litter and providing a safe place for people to recreate in and around. Additionally, any soil erosion reduction measures that can be implemented will reduce sedimentation and excessive flooding in the entire watershed. Importantly, the repeated presence of the volunteers can lead to an "ownership" of the arroyo by the Steward Team, providing a real relationship with our arroyos and the Santa Fe River.

We enlist businesses and community groups to support the Santa Fe River arroyos and the Santa Fe Watershed Association with tax-deductible contributions. The contribution level is \$1,000 per year. This sponsorship is recognized with a sign visible from the road and the arroyo. Potential Sponsors unable to contribute the full amount can register interest in our new "Match Sponsor" program.

FUNDRAISING EVENTS

WINTER WATERSHED BENEFIT

Our principal annual fundraiser, the Winter Watershed Benefit, now in its 6th year, officially kicks-off the holiday season. Each year we have held this fun, festive, and informative event at the Hotel Santa Fe featuring a dynamic speaker, a silent auction where attendees can bid on many unique items and experiences, hors d'oeuvres, a cash bar, and friendly conversation. Various years we have included door prizes or a raffle. We are extremely grateful for the very positive responses we receive from attendees, sponsors and auction item donors.

Depending on your selected sponsorship level, a large audience will see that you are supporting a local nonprofit that does great work for the Santa Fe watershed. Your name/logo will be featured on our website and social media, your support will be visible at the event, and you can be included on our Pasatiempo advertising.

WINTER WATERSHED BENEFIT

Date and Time TBD, at Hotel Santa Fe

SPONSOR LEVELS

\$2,500 – River Level (Title Sponsorship)

Highlighted in all advertising and event materials with top logo recognition. Business display on an eight-top table of choice. Business materials/collateral at event entrance. Name and logo featured in SFWA's program at event. Six tickets to the Benefit. Logo and special thanks appearing on SFWA's slideshow at the event

\$1,000 – Arroyo Level

Listed in all advertising (e.g., print ad in the Pasatiempo). Name and logo featured in SFWA's program at event. Four tickets to the Benefit. Logo and special thanks appearing on SFWA's slideshow at the event

\$500 – Rito/Creek Level

Two tickets to the Benefit. Logo and special thanks appearing on SFWA's slideshow at the event

All Sponsors will be mentioned on SFWA's website and social media pages.



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WILD & SCENIC® **FILM FESTIVAL**
where activism gets inspired



The Wild and Scenic Film Festival, “where activism gets inspired,” is considered one of the nation’s premier environmental and adventure film festivals, now in its 18th year. A grassroots organization in Nevada City, CA, the South Yuba River Citizens League, launched the festival to support its work to protect and restore its watershed. It features 150 of the best environmental films, combining stellar filmmaking, beautiful cinematography and first-rate storytelling. The goal is to inform, inspire and ignite solutions and possibilities to restore the earth and human communities while creating a positive future for generations to come. Wild & Scenic goes on tour globally to more than 250 events hosted by organizations that use the festival as a platform to inspire action in their own communities. Santa Fe is an obvious host city for Wild and Scenic On Tour considering the number of citizens who love our beautiful rivers, wild lands, and wildlife habitat.

WILD & SCENIC FILM FESTIVAL ON TOUR

May 2nd & 3rd 2020 • The Screen at Midtown Campus
Environment – Education – The Arts

When you become a sponsor of the Wild & Scenic Film Festival, an engaged and committed group of outdoor enthusiasts will view your company name and logo recognizing your generous support of the environment, education and the arts.

Here are some other great benefits to becoming a sponsor:

- Sustaining the great work that the Santa Fe Watershed Association (SFWA) does through the year, protecting the Santa Fe watershed and connecting people to it
- Your logo/name on print ads in the Santa Fe New Mexican Pasatiempo (circulation 23,000)
- Exposure to an e-mail list of 3,000 as well as co-promoting with other environmental groups
- Logo/name on santafewatershed.org
- Exposure on social media including Facebook (855 Followers), Twitter (331 followers) and Instagram (969 followers)
- Logo/name on screen at the event and in event program

SPONSOR LEVELS

\$2,500 – River Level (Title Sponsorship)

- Top logo recognition in all advertising, event program, and onscreen Festival introduction
- Business materials at event
- Six tickets to the Festival

\$1,000 – Arroyo Level

- Listed in all advertising (e.g. print ad in Pasatiempo)
- Logo and special thanks featured in event program and appearing in onscreen Festival introduction
- Four tickets to the Festival

\$500 – Rito/Creek Level

- Logo and special thanks appearing in event program and appearing in onscreen Festival introduction
- Two tickets to the Festival

All Sponsors will appear on SFWA's website and social media pages.

AD SIZES AND COSTS FOR THE PROGRAM

Ad Sizes (w x h)	Price
Full Page: 4 ½ x 7 ½	\$600
Half Page: 4 ½ x 3 5/8	\$300
Quarter Page: 2 x 3 5/8	\$150

File Specifications

Ads must be submitted as a high-resolution, print-ready PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF. All images must be CMYK at 300 dpi. No spot colors, RGB, LAB, or INDEX color elements. All fonts must be properly embedded or converted to outlines.

Email artwork to andy@santafewatershed.org. Deadline May 2, 2020

Call (505) 820-1696 to reserve your space.

Payment: Send a check payable to SFWA to:

Santa Fe Watershed Association, 1413 Second Street, Suite 3, Santa Fe, New Mexico 87505



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ADOPT / SPONSORSHIP AGREEMENT

We want to (check all that apply):

- Adopt-the-River for \$1000 \$1500 / year (depending on the reach)
- Adopt-an-Arroyo for \$1000 / year. Match program: \$500 1st year, \$750 2nd year

- Sponsor the Wild & Scenic Film Festival Sponsor the Winter Watershed Benefit

At the following level:

- | | |
|--|--|
| <input type="checkbox"/> River Level – \$2,500 Title Sponsorship | <input type="checkbox"/> River Level – \$2,500 Title Sponsorship |
| <input type="checkbox"/> Arroyo Level – \$1,000 | <input type="checkbox"/> Arroyo Level – \$1,000 |
| <input type="checkbox"/> Rito/Creek Level – \$500 | <input type="checkbox"/> Rito/Creek Level – \$500 |

Total amount: \$ _____

- We cannot Adopt or Sponsor, but here's a donation of \$ _____

Contact Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

- Enclosed is a check Please charge my: Visa MasterCard

Name on Card _____

Mailing Address for Card _____

City _____ State _____ Zip _____

Account Number _____

Expiration _____ 3-Digit Code on Back _____

Please send this form to Andy Otto, andy@santafewatershed.org or mail to: Santa Fe Watershed Association, 1413 Second Street, Suite 3, Santa Fe, New Mexico 87505. Call (505) 820-1696. SFWA is a 501(3)c organization, part or all of you donation may be tax deductible.

Thank you!