



About RiverPalooza

RiverPalooza is a season-long annual event designed to provide families and river enthusiasts with memorable on-the-water experiences that build a deep and enduring appreciation for our rivers. The event raises awareness for the many roles the Potomac & Shenandoah rivers play; as recreational destinations that inspire and delight, a habitat for an amazing assortment of wildlife, an economic driver for tourism and development, a window into our nation's history, and the source of drinking water for 6 million residents.

No other event of its kind offers as wide a range of on-the-water and paddling events. *RiverPalooza's* canoe outings, fishing excursions, camping trips, kayak adventures, snorkeling, and floats for all skill levels make it a popular event for all ages. From rare opportunities to explore the historic water trails that Captain John Smith first voyaged in the early 1600s, to the Potomac Heritage Trail that follows the paths explored by George Washington, the event offers a series of unique events that inspire a sense of stewardship and reverence for the Potomac watershed.

Potomac Riverkeeper Network (PRKN) runs RiverPalooza in collaboration with sponsors and partners --including the National Park Service and river outfitters -- with a single goal in mind: the more people experience and enjoy our rivers, the more they will value them. This year, we are expanding *RiverPalooza* to include events spread across four months in locations from the greater metropolitan Washington area, to the rural areas of the Shenandoah and the Upper Potomac. Our kickoff event is at a breathtaking location, overlooking the confluence of our two great rivers and just a stone's throw from Harpers Ferry June 3rd and we will wrap it all up with a ***Stand Up for Clean Water Celebration*** on September 24, 2017, to recognize World Rivers Day and the 45th Anniversary of the Clean Water Act.

RiverPalooza is the area's premier clean water event aimed at building awareness and appreciation for the entire Potomac watershed. We hope you will support our continued efforts to transform our Nation's River into a resource that can be enjoyed by future generations for years to come.

If you are interested in becoming a
RiverPalooza sponsor contact
maria@prknetwork.org
or call 202-258-5031.





About Potomac Riverkeeper Network

PRKN envisions a day when the Potomac and Shenandoah rivers, and all its tributaries, are restored to a healthy and safe resource for the people, plants, and animals that depend on them.

Our mission is to protect the public's right to clean water in our rivers and streams. We stop pollution to promote safe drinking water, protect healthy river habitats, and enhance public use and enjoyment.

We are the only organization in the region working to effectively stop pollution in the Potomac Watershed through a combination of science, advocacy, enforcement, and community engagement. PRKN leverages over \$2.5M in pro-bono legal support that we use to achieve progress toward a cleaner river. PRKN is a fast-growing 16-year-old non-profit which serves as the "watchdog" and defender of our Nation's River.

RiverPalooza Event Schedule

- Saturday, June 3 — Kick-Off "**Make a SPLASH for Clean Water**" in Harpers Ferry 3 launch sites, beginner tubing and duckie floats and Intermediate level raft trip. Post-rafting celebration music, food and camping options.
- Sunday, June 4 — Antietam Creek Float—a tour through history
- Monday, June 5 — Shenandoah River Birdwatching Paddle
- Saturday, June 17 — American Indian Cultural Interpretation Paddle with the Piscataway Conoy Tribe on Piscataway Creek
- Wednesday, June 21 — Summer Solstice Paddle with Washington Canoe Club
- Saturday, June 24 — Ghost Fleet Paddle Mallow's Bay with Chesapeake Conservancy and REI
- Saturday to Sunday, July 15-16 — Paw Paw Bends Over Night Float
- Friday, July 21 — Shenandoah River Fishing Trip
- Friday, August 25 — Shenandoah River Snorkeling—South Fork
- Sunday, August 27 — North Branch Potomac/Dam Release
- Friday, September 8 — Dyke Marsh Sunset Paddle—Stand Up Paddle Option
- Saturday, September 9 — Women on the Water—Potomac Heritage Trail
- Sunday, September 10 — Pedal to Paddle on the Upper Potomac—Potomac Heritage Trail
- Sunday, September 24 — **Stand Up for Clean Water Celebration on World Rivers Day**

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Sponsor Level	Cost	Benefits	Event Recognition
River Champion	\$25,000	<ul style="list-style-type: none"> 25 seats on a paddle trip or use your seats for multiple trips 25 Event T-shirts Opportunity to participate in a River clean-up for up to 50 participants prior to Palooza events 8 VIP tickets to Sept. 24 event 	<p>All benefits plus below:</p> <ul style="list-style-type: none"> Opportunity to speak at a Palooza event Opportunity giveaways at the Sept. 24 event Opportunity for sponsor customization
River Protector	\$10,000	<ul style="list-style-type: none"> 10 seats on a paddle trip 15 event shirts Opportunity to participate in a River clean-up for up to 25 participants prior to Palooza events 4 VIP tickets to Sept. 24 event 	<ul style="list-style-type: none"> Recognition at Palooza events Social Media recognition Logo/name in Radio Advertisement Acknowledgment in press materials Logo and specific mention in PRKN Newsletter and on Website Logo on event t-shirt Logo and mention in all collateral Opportunity giveaways at the Sept. 24 event Opportunity for sponsor customization
River Defender	\$5,000	<ul style="list-style-type: none"> 5 seats on paddle trip 10 event t-shirts 2 VIP tickets to Sept. 24 event 	<ul style="list-style-type: none"> Opportunity for a presence at the Sept. 24 event Social Media recognition Logo/name in Radio Advertisement Acknowledgment in press materials Logo/name specific mention in PRKN Newsletter and on Website Name on event t-shirt

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RIVERPALOOZA SPONSOR COMMITMENT FORM

Yes! I would like to sponsor *RiverPalooza* at the following level:

- River Champion @ \$25,000
- River Protector @ \$10,000
- River Defender @ \$5,000

Company Name: _____

Sponsor Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____

Email: _____

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