



**Friends** *of the*  
**VERDE RIVER**

*Working Collaboratively for a Healthy Verde River*



# **2021-2022 Event Sponsorship Opportunities**

## At a Glance

- Sponsors' logo shown in several locations, over a 6+ month period of time
- Seasonal reach of 3,000+ video views
- Highlighting the professionals within the Verde Valley making an environmental difference
- Informational series about the Verde River
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## At a Glance

- Locally focused, constituent event
- Celebrates Friends' partners and supporters
- Fundraiser for the Verde River
- 2020 Virtual event received over 800 views!

## Listening to the Verde

Ongoing from October 2021-April 2022

In 2020, Friends launched their first season of Listening to the Verde - an educational, inspirational, and engaging series that highlights some of the extraordinary people working within the Verde River system. Six episodes were recorded with Verde Valley TV and as well as 6-additional in-house videos to present as exclusive content to viewers who signed up to learn more!

Friends' goal is to continue this series with Yavapai

Broadcasting as well as create even more in-house content for their viewers to enjoy. Episodes air on Verde Valley TV, Friends and Verde Valley TV Youtube Channel and Friends' Facebook page.



## Fiesta De La Garza

December 1, 2021

Fiesta de la Garza is Friends of the Verde River annual appreciation event and fundraiser that honors the hard working partners and supporters. Awards are given out to partners and organizations that have shown outstanding service over the last year. We also hold an annual raffle for our attendees and constituents. This event is by invitation only and will be held in Cottonwood, Arizona.



## Verde River Runoff

March 19-27, 2022

The 2022 Verde River Runoff will be held as a week-long event and fundraiser, encouraging everyone along the Verde Watershed to get out and enjoy the water in their own way! In addition, we want to encourage visitors of the Verde River to participate as well by sharing photos of their favorite bodies of water and getting outside as well! In Fall of 2020 and Spring 2021, Friends was successful in reaching participants all over the country who were thankful for the reminder to appreciate the water bodies that surround them, and of course support Friends! The goal is to have everyone in the community either cleaning up trash, recreating, taking photos, fishing, hiking, etc. but spending quality time with the river! This event will also include fundraising elements.



## Verde Valley Birding & Nature Festival

The Verde Valley Birding and Nature Festival engages birders and nature lovers of all kinds by providing quality guided birding experiences all over the state and professionally led workshops. The festival celebrates an appreciation of a broad spectrum of resident and migratory birds and wildlife in their natural habitats while encouraging stewardship of the unique ecosystem created by the Verde River and its tributaries. For 2022, Friends plans to return to an in-person setup and include new tours, presenters and opportunities for all attendees. This festival has the potential to bring many people to the Verde Valley and provides excellent opportunities for educating everyone about the environment, the Verde River and all of the wildlife within the community.



## At a Glance

- Available to an unlimited amount of participants, along the Verde anywhere in the world
- Peer-to-Peer fundraising opportunities for participants to win merchandise
- Promotes outdoor activity, healthy living and river practices

## At a Glance

- 400+ attendees
- Group tours lead by knowledgeable guides
- Professional and interactive workshops
- Strong social media presence

## At a Glance

- Free event for local children and elementary schools
- Educational opportunities
- Volunteer opportunities
- Support for Friends of the Verde River's Habitat Restoration research
- Connected to the Verde Valley Birding and Nature Festival

## At a Glance

- 3-Day Professional Conference
- Keynote speakers
- Educational field trips
- 200-300 registrants

## Family Nature Festival

Saturday, April 23, 2022

During the Verde Valley Birding and Nature Festival, Friends hosts an event that is targeted toward children, families and environmental education. This year, there will be crafts, educational activities and we at Friends will be providing the opportunities for local families to participate in a BioBlitz. Children will have a direct hand in supporting the work that Friends does by identifying different wildlife and plant species along the Verde River. This will be a free event for children and their families.



## State of the Verde Watershed Conference

August 1-4, 2022

The State of the Verde Watershed Conference is a biennial meeting of professionals, elected and appointed officials, organizations, businesses, and community members who care about the issues and conditions of the Verde River Watershed. In 2019, Friends released the first ever Verde Watershed Report Card. Speakers and attendees learned about current conditions and trends in the areas of water, habitat, and community. This event will attract many professionals to the area.





# Your Support Matters!

Your sponsorship enables us to accomplish our mission of working collaboratively for a healthy, flowing Verde River system. All sponsors are acknowledged on our website and social media, in the annual report, and event materials. We encourage you to participate in the Verde Watershed Restoration Coalition and Verde Front, two collaborative groups that are also working towards our mission. In the list of benefits below, only the Full Season Sponsor receives acknowledgement for all events. Otherwise, please select which event or events you wish your donation to apply to.

## **\$10,000 +**

- Logo and name listed for ALL Friends' events; websites, social media, printed materials, etc.
- Listed as a "Full Season Event Sponsor" in the 2022 Annual Report
- 12 tickets to the 2022 State of the Watershed Conference and/or the 2022 Verde Valley Birding and Nature Festival

## **\$5,000 - \$9,999**

- Logo and name listed on Event Website for sponsor selected events
- Listed as a "Event Sponsor" in the 2022 Annual Report
- 8 tickets to the 2022 State of the Watershed Conference and/or the 2022 Verde Valley Birding and Nature Festival
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## **\$2,500 - \$4,999**

- Logo and name listed on Event Website for sponsor selected events
- Listed as a "Event Sponsor" in the 2022 Annual Report
- 5 tickets to the 2022 State of the Watershed Conference and/or the 2022 Verde Valley Birding and Nature Festival

## **\$1,000 - \$2,499**

- Logo and name listed on Event Website for sponsor selected events
- Listed as a "Event Sponsor" in the 2022 Annual Report
- 2 tickets to the 2022 State of the Watershed Conference and/or the 2022 Verde Valley Birding and Nature Festival

## **\$500 - \$999**

- Logo and name listed on Event Website for sponsor selected events
- Listed as a "Event Sponsor" in the 2022 Annual Report
- 1 ticket to the 2022 State of the Watershed Conference and/or the 2022 Verde Valley Birding and Nature Festival

## **\$250 - \$499**

- Logo and name listed on Event Website for sponsor selected events
- Listed as a "Event Sponsor" in the 2022 Annual Report