



**FRIENDS OF THE
MISSISSIPPI
RIVER**



**2014 Community Stewards Program
Sponsorship Opportunities**



Community Stewards Program

You are invited to participate in an exciting opportunity to support community volunteer efforts to protect the lands and waters of our local Mississippi River, and in doing so, generate business and good will from people who live, work and play in the Twin Cities region.

Organizational Overview

Friends of the Mississippi River (FMR) was formed in 1993 and we are now celebrating our 20th year working to engage our local and regional communities in river and watershed stewardship. The organization has built a strong reputation for taking an inclusive, place-based, and strategic approach to protecting and enhancing the health of the Mississippi River and its watershed as well as protecting the many assets the river brings to our community. We work in a multi-faceted, holistic way with stakeholders and constituents to positively impact the ecological health of the Mississippi River and its regional watershed, and increase appreciation for the many values it adds to our communities

Program Description

Friends of the Mississippi River (FMR) is launching a corporate sponsorship opportunity to support our popular and expanding Community Stewards Program, a successful project that is engaging thousands of community members and volunteers in education and stewardship activities in our region.

Now in its 14th year, the Community Stewards Program receives high marks from volunteers and event participants. Feedback from the 2013 volunteer surveys includes:



"I love feeling like I am doing my small part to making our earth a better place."

"I feel like I'm making a difference and supporting a great organization."

"I'm contributing to the protection of something valuable to all. I'm part of an organization that is effective in outreach and education. I feel my contribution is valued by FMR."

"The best part, for me, is meeting and participating with people who are like-minded about protecting our natural resources."

"[FMR has] great people heading up operations and they cater to the needs of volunteers very well."



Community Stewards Program

The Community Stewards Program is rooted in strong partnerships, and actively involves community members and area residents of all ages in all aspects of the work. The program involves students, senior citizens, families and individuals interested in protecting and caring for their community's land and water resources, as well as learning about how to use them sustainably.

The program offers training, educational and hands-on stewardship events that focus on engaging area residents to protect and restore the Mississippi River's wildlife habitat, water quality and recreational values.

Training and educational programs that focus on the natural and cultural history of the river provide local residents with exciting opportunities to experience and learn about the river and to find out how to get involved as volunteers. These include bird hikes, history talks, fungi forays, and many other fun, engaging events.

Stewardship events provide volunteers with hands-on ways to protect their local environment and include events like garlic mustard and buckthorn pulls, prairie plantings, trail monitoring and more.

Sponsorship Opportunities

Corporate sponsorship of Friends of the Mississippi River's Community Stewards Program comes with a number of benefits. The primary benefit, in many ways, is the opportunity to align your resources with a program that is providing your community with visible, measurable benefits. In addition, FMR's promotion of your sponsorship will reach a wide audience, as indicated by the distribution numbers below:

Communications/Outreach	Audience Reach
Active stewardship volunteers	Annual average: 2,500 - 3,000
Educational/interpretive events participants	Annual average: 1,000 - 1,500
FMR annual report	Avg. distribution: 3,000
FMR website	Over 57,000 annual visits
FMR email newsletter (Mississippi Messages)	Monthly average distribution: 12,000
Facebook and Twitter	Over 3,000 followers

Partners and Funding

FMR has strategic partnerships with the following organizations and governments, as well as many others nonprofits, community groups and local businesses:

- Minnesota Department of Natural Resources
- Minneapolis Park & Recreation Board
- St. Paul Division of Parks & Recreation
- City of Hastings
- City of Rosemount
- City of Cottage Grove
- National Park Service
- Local neighborhoods and neighborhood organizations
- Local corporations and businesses
- Dakota County
- Washington County
- The Mississippi Watershed Management Organization
- Capital Region Watershed District



Community Stewards Program

Sponsorship Levels with Associated Benefits

2014 Community Stewards Sponsor Benefits Chart

LEVELS	72 River Miles Sponsor \$10,000	River Guardian Sponsor \$5,000	River Protector Sponsor \$2,500	River Enthusiast Sponsor \$1,000
Promotion & Visibility Benefits				
Company name in FMR's Annual Report	X	X	X	X
Company name <i>and</i> a link to your website on the Corporate Sponsors page of FMR's website. (<i>Size and placement determined by level</i>)	X	X	X	X
Company logo <i>and</i> a link to your website on Corporate Sponsors page of FMR's website (<i>Size and placement determined by level</i>)	X	X	X	
Company-produced video on the Corporate Sponsors page of FMR's website (i.e. about your community, environmental or green initiatives)	X			
Company named in a thank you in the Supporting FMR section of FMR's email newsletter	X	X	X	X
Company highlighted in the Supporting FMR section of the email newsletter, with a link to your website	X	X	X	X
Social Media promotional opportunities on FMR's Facebook, Twitter and Instagram accounts.	X (6)	X (4)	X (2)	X (1)
Company name on a handout at stewardship events	X	X	X	X
Company's logo and statement on a handout at stewardship events	X	X		
A photo opportunity with a "big" sponsorship check, accompanied by an FMR-produced press release	X	X		
The opportunity to have FMR distribute company-produced flyers or materials (i.e. about your community, environmental or green initiatives) to volunteers on company's behalf	X			
The right to promote FMR events within your company's networks	X	X	X	X
The right to promote company's sponsorship of FMR (i.e. Proud Sponsor of Friends of the Mississippi River's Community Stewards Program) - with approval from FMR regarding language and context	X	X	X	X
The right to use images from sponsored events in company's promotional and internal materials	X	X		
Hands On Benefits				
Advance email notice of events, educational opportunities and tours	X	X	X	X
Volunteer opportunities for company employees	X	X	X	X
One private volunteer opportunity or outing for company employees and/or clients (with lunch)	X (30 people)	X (15 people)		
One river ecology, history or FMR related presentation for company executives, employees or clients	X			
River Appreciation Benefits				
A <i>Member Welcome Packet</i> full of fun facts, tips and resources help you and your company to protect and enjoy your Twin Cities stretch of the Mississippi River	X	X	X	X
FMR's e-mail newsletter & events calendar (monthly), and print newsletter (mailed twice a year)	X	X	X	X
A beautiful FMR window decal to let employees, colleagues, clients and customers know that you care about the river	X (10)	X (5)	X (2)	X (1)
FMR t-shirts, posters or other items to promote your support	X (6)	X (4)	X (2)	X (1)

**Additional or customized benefits not listed here may be available, based on availability and equity with other sponsor packages. Please contact us to discuss specific benefits you are interested in receiving.*



Community Stewards Program

Contact Information

For further information regarding sponsorship opportunities with FMR, please contact:

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Friends of the Mississippi River



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