



CLEARWATER'S  
GREAT HUDSON RIVER REVIVAL

*A Music & Environmental Festival*

2012

Sponsorship Opportunities



Consider your company's role in a greener, greater, world ...



... by having a front row seat at the nation's premiere environmental music festival



## What is Clearwater?

- Founded by Pete Seeger in 1966, dedicated to preserving and protecting the Hudson River and its tributaries.
- Nationally recognized for its role in the passage of the Clean Water Act, and the removal of PCB's from the Hudson River.
- Launched in 1969, the sloop *Clearwater* has introduced over half a million people to the Hudson River Estuary and serves over 15,000 students annually, sailing from Albany, NY to NYC.
- The sloop *Clearwater* was named to The National Register of Historic Places in 2004 for its role in the environmental movement.



## What is Clearwater's Mission?

*Clearwater is dedicated to preserving and protecting the Hudson River, its tributaries, and inspiring educating and activating the next generation of environmental leaders.*



Today, Clearwater is partnering with schools and community leaders to raise the bar of environmental education, realizing that this time the health of the Hudson River, and the planet, must go hand in hand with creating a sustainable world of green jobs in a green economy.



We invite sponsors to join us and raise their profile by being recognized as champions of our environment through their innovation and leadership. By supporting Clearwater and the Clearwater Festival, you demonstrate your position in advocating for our environment.



## Clearwater Festival

*The Great Hudson River Revival and Clearwater Festival is a celebration of music and the environment that takes place every June over Father's Day weekend at Croton Point Park on the Hudson River.*

- Attended by 20,000 people, the Clearwater Festival is a family-oriented, multi-ethnic festival.
- Showcasing music industry headliners on 7 stages, such as Jackson Browne, Arlo Guthrie, Drive By Truckers, Martin Sexton, and Indigo Girls.
- Features a Green Living expo showcasing renewable energy and other consumer choices that support green living and healthy food vendors and Hudson Valley artisanal market.
- Raises environmental awareness while celebrating the rich history of the Hudson River, and benefits Clearwater by generating essential funds for its community outreach and educational programs.





## Why Sponsor Clearwater Festival?

- *Your participation as a sponsor provides an excellent opportunity to communicate with Festival attendees your dedication to green innovation and solutions.*
- *Your presence at Clearwater Festival demonstrates your company's leadership in promoting the greening our lifestyles and promoting a safe, clean, healthy future for the environment.*
- *Sponsorships allow small and major companies to position their products and services in front of a key groups that are aware of our environmental issues and support green solutions this through lifestyle choices and their discriminating purchases.*

**CLEARWATER'S**  
GREAT HUDSON RIVER REVIVAL  
A Music & Environmental Festival

**June 18 & 19**  
CROTON POINT PARK  
CROTON-ON-HUDSON • WESTCHESTER COUNTY, NY

Info, full artist listings & to purchase tickets:  
**845-418-3596 • [ClearwaterFestival.org](http://ClearwaterFestival.org)**  
*FREE for kids 12 and under!*

**Hundreds of Artists Performing on Multiple Stages!**  
INCLUDING: **PETE SEEGER • DRIVE-BY TRUCKERS**  
**MARTIN SEXTON • INDIGO GIRLS • SUZANNE VEGA**  
**DAVID BROMBERG • JOSH RITTER • ARLO GUTHRIE**  
**PETER YARROW • JORMA KAUKONEN • BILLY BRAGG**  
**JOHN SEBASTIAN • DAR WILLIAMS • TOM CHAPIN**  
**DAN ZANES • THE LOW ANTHEM • THE FELICE BROTHERS**  
**JANIS IAN • TOUBAB KREWE • THE KLEZMÁTICS • JUSTIN**  
**TOWNES EARLE • CHRIS SMITHER • JAMES MCMURTRY**  
... AND MANY MORE!

**Plus, Fun & Exciting Family Activities All Weekend Long!**

**Family Stage • Fall Ships & Small Boat Races • Children's Crafts & Activities • Green Living Expo**  
**Juried Crafts Fair • Story Grove Circle of Song • Activist Area**  
**Market Place & Food Vendors... AND SO MUCH MORE!**

**DON'T MISS THE Jackson Browne Benefit Concert! JUNE 17**



## Platinum Sponsor \$50,000 “Presenting Sponsor”

*Platinum Sponsor enjoys a private sail aboard the historic environmental flagship, Clearwater and VIP Tent – a perfect venue for hosting business partners and important guests.*

- Exclusive placement of company logo on the cover of the Clearwater Festival Program book
- Full-page black and white advertisement in Clearwater Festival Program
- Stage sponsorship - featured banner on footing of the Rainbow Stage
- Inclusion in stage announcements
- Dedicated VIP tent
- 10' x 10' Festival booth space
- Logo on all purchased print advertisements
- 50 weekend passes to Festival ( a \$7,500 value)
- Company charter aboard the sloop *Clearwater* for up to 35 employees during the 2012 sailing season
- Inclusion in all press releases
- Inclusion in all web site announcements and emails





## Gold Sponsor \$25,000

*Gold Sponsor enjoys a featured presence at the Hudson Stage, located waterside with a sweeping view of the Hudson River.*

- Full-page black and white advertisement in Clearwater Festival Program book
- Name and Logo featured on banner on footing of Hudson Stage
- Inclusion in stage announcements
- 10' x 10' Festival booth space
- 25 weekend passes to Festival ( a \$3,750 value)
- Inclusion in all press releases
- Inclusion in all web site announcements and emails







## Silver Sponsor \$10,000

*Silver Sponsor enjoys a featured presence on the World Dance Stage*

- Full-page black and white advertisement in Clearwater Festival Program book
- Name and Logo featured on banner at Dance Stage
- Inclusion in stage announcements
- 10' x 10' Festival booth space
- 10 weekend passes to Festival ( a \$1,500 value)
- Inclusion in all press releases
- Inclusion in all web site announcements and emails





## Bronze Sponsor \$5,000

*Bronze Sponsor enjoys 10 x 10 booth space and 6 weekend passes to Clearwater Festival*

- Half-page black and white advertisement in Clearwater Festival Program book
- 10' x 10' Festival booth space
- 6 weekend passes to Festival ( a \$900 value)
- Inclusion in all press releases
- Inclusion in all web site announcements and emails





To find out more about sponsorship opportunities and Clearwater, contact Jeff Rumpf, Executive Director 845 265-8080, ext.. 7121, [jeff@clearwater.org](mailto:jeff@clearwater.org).



[www.ClearwaterFestival.org](http://www.ClearwaterFestival.org)

[www.Clearwater.org](http://www.Clearwater.org)