



2012
Sponsorship Opportunities

Saturday, June 16 & Sunday, June 17 Croton Point Park, Westchester County, NY



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 2012 Clearwater Festival, you demonstrate your position in advocating for our environment.



2012 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.
- Showcases 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 lifestyle choices, including healthy food vendors and Hudson Valley artisanal market.
- Benefits Clearwater by contributing general operating support for educational programs (4th grade through college), boat maintenance, community outreach, and other essential work.





Why Sponsor the 2012 Clearwater Festival?

- *Your participation as a sponsor provides an excellent opportunity to communicate with Festival attendees your dedication to green innovation and solutions. Our marketing opportunities are superior to paid advertising.*
- *Your presence at Clearwater Festival demonstrates your company's leadership in promoting a safe, clean, healthy future for the environment.*
- *Sponsorships allow small and major companies to position their products and services in front of key groups that are aware of our environmental issues and support green solutions through lifestyle choices and their discriminating purchases.*
- *Your employees will receive discounts on Clearwater Festival tickets, public sails, and other events.*
- *A portion of your sponsorship is tax-deductible.*
- **From Jeff Rumpf, Clearwater Executive Director:**
"Clearwater knows a new more sustainable future will be built on putting the ECO into the ECONomy. We must move beyond just fighting polluters to encouraging green business innovators. Environmentalists must move from arguing about Jobs VS. Environment to planning to create sustainable Green Jobs for the Environment. Pete has told me 'if we don't start now creating this new sustainable future, we will not survive as a species... the circle of life must encompass how we live and how we work.' "





Clearwater Corporate Membership

Included in Corporate Sponsorship is our new Corporate Membership program:

Special discounts for ALL your employees, via special membership code -

10% off tickets to Clearwater's Great Hudson River Revival Festival 2012 and other Clearwater events

10% off Clearwater merchandise at Croton Point Park and through our online web site

10% off tickets to public sail adventures leaving from ports up and down the Hudson River (April – October)

Your corporation receives the Navigator magazine, plus all invites to Clearwater events and opportunities.

Your corporation receives one vote in the election of Clearwater's Board of Directors

Acknowledgement in our annual report, and all press releases, web site announcements, and E-blasts

Green Volunteers – opportunities to do special work with Clearwater's award-winning corporate volunteer projects





Complimentary Tickets to Our “Festival Friday” Gala

- *Gala takes place June 15th, 2012, 5:30 – 9:00 p.m, at Croton Point Park (The number of tickets your corporation receives will depend on its level of sponsorship)*
- *Performance by Peter Yarrow (of Peter, Paul & Mary), Tom Chapin (of The Chapin Family), blues master Guy Davis, and nationally acclaimed singer/songwriter Lucy Kaplansky for a small audience (approximately 100 people)*
- *Waterfront reception with dinner including local artisanal food and beverages, and a sunset sail of the Hudson River, with more musical performances and dessert*
- *Opportunity to learn about Clearwater's new Indian Point campaign and be inspired by our most generous, informed individual donors, who also attend the gala*
- *We can't make any promises, but our founder Pete Seeger might join in on a song or two at the gala*

This is a different kind of gala – leave your tuxedos, gowns and uncomfortable shoes at home.
In case of rain, the sun will shine indoors and we'll carry on with the gala anyway.





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.

- Placement of company logo on the cover of the Clearwater Festival Program book and full-page black & white advertisement in Clearwater Festival Program (deadline: May 1, 2012)
- 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 free 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, web site announcements, and E-blasts
- 8 tickets to Festival Friday Gala
- Corporate Membership

Tax-deductible portion of sponsorship is \$35,500





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 & white advertisement in Clearwater Festival Program book (deadline: May 1, 2012)
- 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, web site announcements, and E-blasts
- 6 tickets to Festival Friday Gala
- Corporate Membership

Tax-deductible portion of sponsorship is \$18,375





Silver Sponsor \$10,000

Silver Sponsor enjoys a featured presence on the World Dance Stage

- Full-page black & white advertisement in Clearwater Festival Program book (deadline: May 1, 2012)
- 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 \$1,250 value)
- Inclusion in all press releases, web site announcements and E-blasts
- 4 tickets to Festival Friday Gala
- Corporate Membership

Tax-deductible portion of sponsorship is \$5,500





Bronze Sponsor \$5,000

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

- Half-page black & white advertisement in Clearwater Festival Program book (deadline: May 1, 2012)
- 10' x 10' Festival booth space
- 6 weekend passes to Festival (a \$750 value)
- Inclusion in all press releases, web site announcements and E-blasts
- 2 tickets to Festival Friday Gala
- Corporate Membership

Tax-deductible portion of sponsorship is \$1,500





Friend \$1,000

Friend enjoys 10' x 10' booth space and 2 day-passes to Clearwater Festival

- Listing in Clearwater Festival Program book
- 2 day-passes to Festival (a \$170 value)
- Inclusion in all press releases, web site announcements and E-blasts
- Corporate Membership

Tax-deductible portion of sponsorship is \$580





FESTIVAL REACH:

Partnerships:

MTA- Metro North Partnership and "Summer Getaways package" 70,000 rackable tourism brochures; 32,000 inserts in MTA newsletter; Festival flyers at MTA kiosks; volunteer tabling at Grand Central Station

Westchester Library System: Placement of festival postcards throughout Westchester library system, 43 outlets

Purchased Print Ads:

- *The Journal News* –Daily; Westchester, Rockland, Putnam Counties / circulation: 125,000 ... 6 times
- *Fairfield Country Weekly* –Weekly; Fairfield, CT / circulation 36,000 ...3 times
- *Poughkeepsie Journal* – Daily; Dutchess County, Mid Hudson Valley / circulation 34,000 ... 4 times
- *Times Herald Record* – Daily; Hudson Valley / circulation 280,742 ... 4 times
- *Chronogram* – Monthly; Hudson Valley, plus Berkshire, Massachusetts, and Litchfield, CT / circulation 22,500 ... 2 times
- *More Sugar* – Monthly; Lower Hudson Valley / circulation 17,000 ... 2 times
- *Folk Times* – Monthly; New York, Vermont, and western Massachusetts / circulation 20,000 ... 2 times
- Ulster Publishing Group --*Hudson Valley Times, Woodstock Times, New Paltz Times, Saugerties Times, Kingston Times* / circulation 50,000 ... 6 times
- *Hudson Valley Parent* – Monthly; Mid Hudson Valley / circulation 32,000 ... 1 time
- Time Out NY - New York City ... 2 times

PUBLICATIONS:

- Festival Program Book - given to 20,000 Clearwater Festival attendees
- *Clearwater Navigator* -- annual 24 page publication; Festival spread , also used as marketing collateral tabling, symposiums and workshops, special events, and for development. Distributed to Clearwater membership, currently around 5,000
- Festival Postcards – 15,000; direct mail to Clearwater membership and the region. Mass distribution by festival volunteers
- Festival Posters – approx 6,000; mass distribution to surrounding communities by festival volunteers

E –Mail Marketing

E-Blasts to 85,000 E-subscribers, minimum of 2 times per month, during the 6 months leading up to the event



FESTIVAL REACH Continued...

Broadcast Media

- Pre Festival feature on Pete Seeger - Carolyn Rowe, News 12 Westchester
- Jeff Rumpf and Steve Lurie , Cablevision's "Meet the Leaders – Community Cares Edition" multiple airings(Westchester, Putnam, Dutchess, and Rockland Counties)
- PSA 's - WFUV, WDST and other regional stations
- MidHudsonNews.com "Your Environment" 2-5 minute internet radio spots - on air for one week, 24/7; Hudson Valley: Festival Spots ... 2 spots
- Clearwater Festival Preview - WAMC-Northeast Public Radio, Steve Lurie with host Sarah LaDuke

Select 2011 Clearwater Festival Press:

- Folk Heroes' Kin Keep Legacy but Carve Own Path." - Phil Lutz, *New York Times*
- Clearwater festival brings music to deaf fans with stage-side sign-language-interpreters - Karen Angel, *NY Daily News*
- Got Activism? Clearwater Festival 2011 Breaks Records - Vivian Carter, *Oy Vey Rockaway*
- Clearwater-Logged: Mother-centric reflections on Rivertown life, and notes from our river's grand environmental music festival -Krista Madsen, Tarrytown Patch-Sleepy Hollow
- Great music, considerable activism on display at Clearwater - By Will David, *The Journal News* -LoHud.com ; slideshow by Xavier Mascareñas
- LIVE: Clearwater Hudson River Revival @ Croton Point Park - (webcast) Rudy Lu, *Nippertown News*
- Clearwater Fest offers awareness, music - Mark Zaretsky, *New Haven Register*

Clearwater.org currently gets an average of 10,000 visits per month, with 65% unique visitors. In 2011, the site had 113,440 visitors. Most website visitors are from the tri-state region, which includes New York, New Jersey, and Connecticut. In 2011 Clearwater.org witnessed a significant build up of online traffic during the last month before Clearwater Festival, with a summit of visitors peaking at 2,889 visitors on June 17, the Friday before the Festival. During the week of Festival Clearwater.org had 10,614 visitors, or 5 times the normal weekly visitors

Clearwater Facebook currently has 3,122 fans, and received 577,448 post views over the past year



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



www.ClearwaterFestival.org

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