

# Your Sponsorship Matters

Your sponsorship will directly support two of our flagship events:

- **Run for Clean Water on June 18**
- **Butterfly Festival on Aug 2**

Together, these events engage thousands of community members, raise awareness about the importance of clean water, and generate critical funding for our vital conservation programs and community engagement initiatives.

By becoming a sponsor, you demonstrate your dedication to protecting our environment while gaining valuable exposure among environmentally conscious audiences. Join us in building a future where clean water is guaranteed for all.

This campaign combines sponsorship **of two events** with one streamlined process, **offering your business or organization greater visibility and a larger impact.**

**The Watershed Institute is dedicated to keeping NJ's water clean, safe, and healthy through conservation, advocacy, science, and education.**

The Watershed Institute  
31 Titus Mill Road  
Pennington, NJ 08534  
[www.thewatershed.org](http://www.thewatershed.org)

**Join us in  
Protecting  
Clean Water**  
New Sponsorship  
Opportunities for  
2025





# Giving Levels and Benefits

## River Guardian – \$10,000+

- Prominent recognition throughout the year at the Watershed Center (receives 30,000+ visitors/year)
- Prominent recognition in the Watershed Institute Annual Impact Report, and weekly eNews
- Premier logo placement in marketing communications and event signage for Run for Clean Water and Butterfly Festival as well as on-site exhibitor presence at each event
- Consultation with The Watershed Institute's Science Team, including advice on best practices for sustainable property management and stormwater runoff mitigation
- 20 tickets to the Butterfly Festival

## Habitat Champion – \$5,000+

- Recognition in the Watershed Annual Impact Report and on our website
- Premier logo placement in marketing communications and event signage for Run for Clean Water and Butterfly Festival
- Consultation with The Watershed Institute's Science Team, including advice on best practices for sustainable property management and stormwater runoff mitigation
- 15 tickets to the Butterfly Festival



## Stream Steward – \$2,500+

- Recognition in the Watershed Annual Impact Report and on our website
- Logo displayed in marketing communications and event signage for Run for Clean Water and Butterfly Festival
- 10 tickets to the Butterfly Festival

## Butterfly Enthusiast – \$1,000+

- Recognition in the Watershed Annual Impact Report and on our website
- Logo displayed in marketing communications and event signage for Run for Clean Water and Butterfly Festival

## Trail Supporter – \$500+

- Name listed in event materials for both Run for Clean Water and Butterfly Festival

- Our newsletter reaches 11,000+ supporters weekly.
- We have 16,500+ social media fans and followers.

Scan here  
to sponsor  
our two  
popular events



The  
**Watershed**  
Institute