

Clarion River 2019 PA River of the Year Celebrations Slated Across Region

A true tale of a river's remarkable ecological resiliency can be found right in our backyards here in western Pennsylvania. The Clarion River, a federally-designated National Wild and Scenic River, has now also been designated the 2019 Pennsylvania River of the Year. The general public was invited to vote online from November–December, 2018, choosing from among four waterways nominated across the state. At the conclusion of the public voting campaign, the Clarion River was the clear winner, tallying nearly 40% of the more than 14,700 total votes cast.

In cooperation, with the Elk County Conservation District and Allegheny Watershed Improvement Needs (WINs) Coalition to nominate the Clarion River for Pennsylvania's 2019 River of the Year, Western Pennsylvania Conservancy, a registered 501(c)(3) charitable organization, will serve as the fiscal agent managing sponsorships and a leadership grant from the PA DCNR and the PA Organizations of Watersheds and Rivers (POWR) to help plan and celebrate the River of the Year designation. A free, commemorative poster celebrating the Clarion River will be unveiled at a canoe sojourn event planned in June. The nominating partners will coordinate with many other organizations to manage the 2019 River of the Year celebration over a large geographic area to host educational, recreational, and stewardship events connecting residents and visitors, alike, to the value of clean water and the resources provided by a high quality stream, such as the Clarion River.

As part of the 2019 PA River of the Year Celebration, partners will be co-sponsoring a series of public events to be held in various locations from the source of the Clarion River's East and West Branches in Elk and McKean County all the way downstream to its confluence with the Allegheny River near Foxburg and Parker, Clarion County. The pinnacle event highlighting the celebrations will be a 2-day canoe sojourn from Hallton to Cooksburg June 22–23, 2019. From the River of the Year grant awarded by PA DCNR and POWR, the nominating partners will be offering a mini-grant program to co-sponsor River of the Year events in communities all along the Clarion River corridor and its watershed. The River of the Year grant requires us to provide local cash match to those funds and there are limitations on what the grant funds can be used for, so we are searching for additional partners who would be interested in co-sponsoring the River of the Year Celebration events.

Please consider becoming a Clarion River 2019 PA River of the Year sponsor by reviewing the enclosed sponsorship materials. Your sponsorship benefits will apply to all River of the Year events occurring after receipt of your sponsorship commitment. At the present time, we are aware of at least 10 events that are already being planned and we anticipate that the number of events could possibly grow to more than 20 events that will occur starting in April and happen throughout this calendar year.

Your contribution is tax-deductible. The Western Pennsylvania Conservancy is a non-profit 501(c)(3) charitable organization registered in Pennsylvania. A copy of the official registration and financial information may be obtained by calling toll free 1-866-564-6972. Registration does not imply endorsement. This institution is an equal opportunity provider and employer.

**Clarion River 2019 Pennsylvania River of the Year Celebration Sponsorship Levels
Benefits Cover Events on the Clarion River 2019 PA River of the Year Celebration Calendar**

Sponsorship Levels of Recognition	Platinum	Gold	Silver	Bronze	Friend	Booster
Donation Level Required to earn the Sponsorship Level (Cash or In-Kind Services)	\$500	\$350	\$200	\$100	\$25	\$3
Recognition Entitlements						
Sponsor ¹ 's name or logo on banner prominently displayed at River of the Year Celebration events ^{^1}	★					
Logo on Clarion River 2019 PA River of the Year events calendar/website page	★					
Prominent placement of your name or logo on 2019 River of the Year brochure/rack card ^{^2} and sojourn t-shirt ^{^3}	★	★				
Spoken announcements of your sponsorship on public address system at events	★	★				
Logo in scrolling video on Clarion River 2019 PA River of the Year Facebook page	★	★	★			
Facebook Post recognizing your contribution	★	★	★	★	★	
8"x 10" Wooden Sponsor Recognition Plaque with your company name or logo laser engraved on metallic acrylic plate	★					
8"x 10" Wooden Sponsor Recognition Plaque with your company name or logo laser engraved		★				
7"x 9" Wooden Sponsor Recognition Plaque with your company name or logo laser engraved			★			
5"x 7" Wooden Sponsor Recognition Plaque with your company name or logo laser engraved				★		
Commemorative Clarion River 2019 Pennsylvania River of the Year vinyl sticker	★	★	★	★	★	★
^{^1} To achieve this benefit, sponsorship must be purchased and digital logo received by April 15, 2019 to meet printing deadlines; after this date, logo will be added to banner with vinyl sticker						
^{^2} To achieve this benefit, sponsorship must be purchased and digital logo received by April 15, 2019 to meet printing deadlines						
^{^3} To achieve this benefit, sponsorship must be purchased and digital logo received by June 01, 2019 to meet printing deadlines						
Benefits expire on December 31, 2019 at the conclusion of the River of the Year Celebration.						
Western Pennsylvania Conservancy is a registered 501(c)(3) charitable organization. Your generous support is tax deductible.						

2019 PA River of the Year Celebration events will be happening throughout the year and we will gladly accept sponsorships at any time.

Please mail or drop-off your check and completed sponsorship form to:

Western Pennsylvania Conservancy

Attn: Clarion River of the Year Sponsorship (please also list on memo of check)

159 Main Street

Ridgway, PA 15853

If you have questions or would like to discuss sponsorship opportunities, you may email kmaland@paconserve.org or call Kylie Maland at (814) 776-1114.

Clarion River 2019 PA River of the Year Celebration Sponsorship Form

Yes, please count me in as a sponsor of the 2019 PA River of the Year Celebration in honor of the Clarion River being designated as the 2019 PA River of the Year.

Sponsorship levels are determined by cash donation, services donated, merchandise donated or a combination of these.

Total Value of Sponsorship \$ _____ Amount of Sponsorship in cash: \$ _____

Non-Cash Donations: \$ Value (*Donor provides value*)

Item(s) _____	Value _____
Item(s) _____	Value _____
Item(s) _____	Value _____
Item(s) _____	Value _____
Item(s) _____	Value _____

Sponsor, please complete this form (Please print legibly):

Business/Organization Name: _____

Contact Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Signature: _____

Email: _____

Please mail this form along with your check to:

Western Pennsylvania Conservancy

Attn: Clarion River of the Year Sponsorship (please also include on check memo)

159 Main Street

Ridgway, PA 15853

Sponsor has digital logo

Please email high-quality digital logo (no more than 10MB) to kmaland@paconserve.org for sponsorship benefits production. Please send file in image format (ex. JPG, PNG, etc.). Please contact Kylie Maland if file is larger than 10MB and cannot be compressed.

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