

Penn Soil Resource Conservation and Development Council

4000 Conewango Avenue, Warren, PA 16365

814-726-1441; 814-406-0005 – fax

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www.pennsoil.org



Penn Soil RC&D Council to Co-Sponsor 2017 PA River of the Year Celebration in Western PA

Among the most biologically diverse watersheds in Pennsylvania, and a federally designated National Wild and Scenic Recreation River, the Allegheny River in western Pennsylvania has been designated the 2017 Pennsylvania River of the Year. The general public was invited to vote online from Nov. 14-Dec.19, 2016 choosing from among four waterways nominated across the state. At the conclusion of the public voting campaign, the Allegheny River was the clear winner tallying 45% of the more than 16,700 total votes cast for the four finalists.

As the organization that nominated the Allegheny River, Penn Soil Resource Conservation and Development (RC&D) Council, a registered 501-c-3 charitable organization serving the residents of eight northwestern PA Counties will receive a \$10,000 leadership grant from the PA DCNR and the PA Organization of Watersheds and Rivers to help plan and celebrate the River of the Year celebration. DCNR and POWR will work with the Penn Soil Resource Conservation and Development Council to create a free, commemorative poster celebrating the Allegheny River. Penn Soil RC&D will also coordinate with many partner organizations to manage the 2017 River of the Year celebration over a large geographic area to hold educational and recreational events connecting residents and visitors alike to the value of clean water and the resources provided by a high quality stream such as the Allegheny River.

As part of the 2017 River of the Year Celebration, Penn Soil RC&D will be co-sponsoring a series of public events to be held in various locations from the source of the Allegheny River in Potter County all the way downstream to the confluence with the Monongahela River in Pittsburgh, where it forms the Ohio River. From the \$10,000 River of the Year grant awarded by PA DCNR and POWR, Penn Soil RC&D will be offering a mini-grant program to co-sponsor River of the Year Events in communities all along the Allegheny River. The River of the Year Grant requires us to provide a local cash match to those funds and there are limitations on what the grant funds can be used for, so we are also searching for additional partners who would be interested in co-sponsoring the River of the Year Celebration.

We invite you to consider becoming a River of the Year Celebration 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 six 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.

2017 PA River of the Year Celebration Donor Recognition Signs

Donor Recognition Plaque for Platinum Level Sponsors



Canoe Plaque Dimensions


Overall size including paddle: 16x8.5" Canoe size: 16x6" Thickness Canoe: 3/8" Paddle 1/4"



Rectangular Black Cherry Plaque
8"x10" Gold Level Sponsor
7"x9" Silver Level Sponsor
6"x8" Bronze Level Sponsor

5"x5" Plastic Window Sign
All Sponsor Levels

2017 PA River of the Year Celebration Sponsorship Levels
Benefits Cover all Events on the Penn Soil RCD 2017 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	\$5
Recognition Entitlements						
Sponsors's Logo on banner prominently displayed at all River of the Year Celebration events	★					
Large Logo on top of River of the Year event calendar page on Penn Soil RC&D Website	★					
Logo placement on River of the Year event home page below Calendar of Events		★	★			
Photo Opportunity, optional ceremonial check presentation+	★	★				
News Media Release publicizing your donation to regional media outlets	★	★	★			
Facebook Post for recognition of your contribution	★	★	★	★	★	
Prominent placement of Sponsor's Logo on Event Program	★	★				
Spoken announcements of your sponsorship on Public address system at event	★	★				
The right to use the Allegheny River and 2017 PA River of the Year for your marketing purposes	★					
Cross-promotion of Your sponsorship on Penn Soil RC&D website and Facebook pages	★	★				
Text listing of sponsorship on donor page of Penn Soil RC&D Website	★	★	★	★		
16"x8.5" Black Cherry Canoe Sponsor Recognition Plaque with your name or logo laser engraved	★					
8"x10" Rectangular Sponsor Recognition Plaque with your company name or logo laser engraved		★				
7"x9" Rectangular Sponsor Recognition Plaque with your company name or logo laser engraved			★			
5"x7" Rectangular Sponsor Recognition Plaque with your company name or logo laser engraved				★		
5"x5" plastic window sign stating Proud Supporter of Allegheny River 2017 PA River of the Year	★	★	★	★	★	★
See attached photos for samples of the donor recognition plaques.						
Please help support the 2017 PA River of the Year Celebration with a tax deductible contribution in any amount to Penn Soil RC&D Council, or consider making a pledge of your sponsorship at a level from the River of the Year sponsorship levels listed above. You can contribute by mailing your check to Penn Soil RC&D at 4000 Conewango Avenue; Warren, PA 16365. If you have questions or would like to discuss potential sponsorship opportunities, you may email pennsoilrcd@wccconservation.net or call Wes Ramsey at 814-726-1441 if you would like to schedule a visit with a member of the River of the Year Celebration Committee.						
2017 PA River of the Year Celebration			 Resource Conservation & Development Council			
River of the Year Celebration events will be happening throughout the year and although we will gladly accept sponsorships at any time, for maximum advertising benefits, we suggest that sponsorships be purchased by May 1, 2017. Penn Soil RC&D will be awarding mini-grants to add additional events to the River of the Year Celebration over the next few months and your sponsorship benefits will be in effect for all events after your sponsorship is received.						
Benefits expire on December 31, 2017 at the conclusion of the River of the Year Celebration. Visit www.pennsoil.org to see the River of The Year calendar of events.						
Penn Soil Resource Conservation & Development (RC&D) Council is a registered 501-c-3 charitable organization serving the residents of northwestern PA since 1964.						

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2017 PA River of the Year Celebration Sponsorship Form

Yes, please count me in as a sponsor of the Allegheny River of the Year Celebration in honor of the Allegheny being designated as the 2017 PA River of the Year.

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

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

Non-Cash Donations: _____ \$ Value

Item _____

Item _____

Item _____

Item _____

Item _____

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

Contact Name: _____ Phone: _____

Business/Organization Name: _____

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

Signature: _____

Email: _____

Please mail this form along with your check to the Penn Soil RC&D office at 4000 Conewango Avenue; Warren, PA 16365.

Your contribution is tax-deductible. The Penn Soil Resource Conservation and Development Council is a non-profit 501(c)(3) organization registered in Pennsylvania. A copy of the official registration and financial information may be obtained by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. This institution is an equal opportunity provider and employer.