

**2009-10 Event Portfolio &
Partner Benefits Guide**

RIVERKREEPER[®]

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2009-10 Event Portfolio

EcoSalon

Fall & Winter|Westchester & NYC



The Riverkeeper EcoSalon is a unique opportunity to join with like-minded environmental champions having profound impact upon the environment through leadership and focused action. Hosted by Riverkeeper's major gift and President's Circle members and host committee, the EcoSalon brings renowned leaders together with the people who are interested in exploring ways to have a significant impact upon the environment in an intimate, unique setting.

100+ high wealth event guests (2 events)|500 invitations|\$100 membership gift (major gift cultivation)

Masquerade Ball

February 11, 2010|Orensanz.



Riverkeeper's 1st annual Mardi Gras Masquerade extravaganza, will welcome more than 400 guests to dance and soiree Mardi Gras away in all manner of festive attire to the rhythmic mixes of a celebrity DJ at the invitation of the host committee, Riverkeeper and sponsors. The Ball is replete with intrigue and mystery at the spectacular Angel Orensanz Foundation, one of New York City's crown jewels for events.

400+ event guests|5,000 invitations|viral marketing to 10,000 friends|\$250 per person

Fisherman's Ball

April 14, 2010|Pier 60



In 2010, Riverkeeper's signature event, the annual Fisherman's Ball, commemorates the 40th anniversary of Earth Day in an unparalleled celebration of community leadership and entertainment. Ball honorees have included Mayor Michael Bloomberg, Pete Seeger, Bill McDonough, Majora Carter, Patty Smyth and John McEnroe in recent years. Following the honors, guests are treated to once in a lifetime performances by the likes of Tony Bennett, Sheryl Crow and Lenny Kravitz.

600 event guests|5,000 invitations|viral marketing to 10,000 friends|tables of 10 from \$12,500 to \$100,000

Shadfest

May 16, 2010|Boscobel



Begun as a back yard barbeque at the family home of Bobby Kennedy, Jr. to thank Riverkeeper members and volunteers, Shadfest has grown to welcome nearly 1,500 family, friends and supporters to the banks of the Hudson River in Garrison. The festival atmosphere day features activities for children and adults alike – storytelling, arts & crafts, climbing and a petting zoo for the kids and wellness, green tents and hiking for the adults. The day includes a great picnic and live music from both local and legendary bands.

1,500 event guests|10,000 invitations|viral and mass media marketing to 1M|\$75 single, \$200 family

Comedy Night

June 2010|Gotham Club



Riverkeeper is renowned for taking our environmental advocacy seriously. With Comedy Showcase, we're bringing the lighter side of life to our guests at the epicenter of Chelsea's comedy scene, the Gotham Comedy Club. Our events have a long tradition of welcoming celebrities of film, music and comedy alike. Event chair, Rangers great, Mike Richter co-chairs the evening of humor, libations and gourmet hors d'oeuvres.

300 event guests|5,000 invitations|viral marketing to 10,000 friends|\$250 per person

Traveling Exhibit

30+ Dates|Various Locations



Riverkeeper brings the Hudson River and clean water environmental issues directly to more than 30 community events and festivals each year through our traveling exhibit. The interactive exhibit features powerful print, video and personal messages in a captivating educational and environmental atmosphere. Trained docents and professional staff tell the river's story in a unique and personal way. The complete exhibit travels in a 10X10 tent and is featured in its entirety or in part in indoor and outdoor locations.

30,000+ direct visitor impressions and interactions|print, viral, media and direct marketing to 500K|Free

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Single Event Partner Levels & Benefits

Total Portfolio Event Partner Levels & Benefits

	Single Event Partner Levels & Benefits				Total Portfolio Event Partner Levels & Benefits			
<u>The Events</u>	<u>Presenting Sponsor</u>	<u>Title Sponsor</u>	<u>Patron Sponsor</u>	<u>Host Sponsor</u>	<u>Presenting Sponsor</u>	<u>Title Sponsor</u>	<u>Patron Sponsor</u>	<u>Host Sponsor</u>
Mischief Night	\$50,000	\$20,000	\$10,000	\$5,000	\$500,000	\$275,000	\$150,000	\$75,000
EcoSalon	\$75,000	\$50,000	\$25,000	\$15,000				
Comedy Showcase	\$35,000	\$20,000	\$10,000	\$5,000				
Fisherman's Ball	\$250,000	\$150,000	\$100,000	\$50,000				
Shadfest	\$50,000	\$20,000	\$10,000	\$5,000				
Traveling Exhibit	\$25,000	\$10,000	\$5,000	\$2,500				
<u>Make an Impression</u>								
Exclusivity (to industry)	✓				✓			
Event Save the Date (Logo)*	✓	✓	✓		✓	✓	✓	
Event Invitation (Logo)*	LG Alone	LG Group	MED Group	SM Group	LG Alone	LG Group	MED Group	SM Group
Event Program (Ad)*	Centerfold	Full	Half	Quarter	Centerfold	Full	Half	Quarter
Event Email Action Alerts to 9,000 Subscribers	✓				✓			
Enewsletter feature	✓				✓			
Annual Journal Listing	✓	✓	✓	✓	✓	✓	✓	✓
Riverkeeper.org Logo - 20K visits/mo.	✓	✓	✓	✓	✓	✓	✓	✓
Riverkeeper.org - Internet Partnership - 20K visits/mo.	✓	✓			✓	✓		
Mailing and E-list trade rights	✓	✓	✓		✓	✓	✓	
Projected Media/Public Impressions	5M	5M	1M	10,000	20M	20M	3M	25,000
<u>Be Present</u>								
Sponsored Event Reservations	20	15	10	10	20	10	8 ea.	6 ea.
Invitations to select member events	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary 12 month Riverkeeper Membership	✓	✓	✓	✓	✓	✓	✓	✓

* Print schedules vary, earlier participation in partnership provides for the greatest benefit

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Corporate Partners

Revised September 2009

1199 SEIU New York
Acclaro
AIG
American Express
Arizona Drinks
Bayberry Capital Group, LLC
Ben and Jerry's
Blackacre Partners Ops, LLC
Bloomberg LP
Boylan Studios
Cablevision Systems Corporation
Cambridge Financial Services Corporation
Capital Trust, Inc.
CIT Group Inc.
Clarins
Clean Water Solutions
Clear Cast Technologies
Conde Nast Traveler
Confluence Holdings
Constellar Capital
Credit Suisse Corporation
Dixon Talent, Inc.
Durst Organization L.P.
Earth Share
Eileen Fisher
Ellery Homestyles, LLC.
Estee Lauder Companies Inc.
Esquire
Gant U.S.A. Corporation
George Arzt Communications, Inc.
Girardi & Keese
Goldman, Sachs & Co.
HBO
Hearst Corporation
Hess Foundation, Inc.
HSBC Bank USA
Indus Capital Partners, LLC
Intermix
Ironsides
Izze
Jackson & Campbell, P.C.
John and Daniel Tishman Family Fund, Inc.
Just Us Two Realty, LLC

Kidini, Inc.
Kiehl's, Inc.
Kingdon Capital
Kirkland & Ellis
Kobra International Ltd.
Kohler
Kokatat, Inc.
KPMG LLP
LeCroy
L.L. Bean
Macy's, Inc.
Mal Warwick & Associates, Inc.
Marcus & Pollack LLP
Marwood Group & Co. USA, LLC
Maverick Capital Charities
Moore Capital Management LLC
Mt. Kisco Seafood
MTV Networks
Napo Pharmaceuticals, Inc.
Nicole Miller/Kobra International Ltd
Northwest Financial Mutual
Organic Works Marketing
Paragon Athletic Goods Co., LLC
Patagonia
Pier Sixty, LLC
Polo Ralph Lauren
Rose Jewelers
Sea Tow
Starwood Hotels & Resorts Worldwide
Steelcase
Steiner Sports Memorabilia
Stonyfield Farm
Stuart - Dean Co., Inc.
Sway Entertainment Corporation
Tear of the Clouds, LLC
Tiffany & Co. Foundation
TIBI, LLC
Turner Broadcasting System, Inc.
United States Tennis Association
Vallot Consulting
Viacom
Wenner Media LLC
Whole Foods Market

828 South Broadway
Tarrytown, New York 10591
Phone 914.478.4501 Fax 914.478.4527

DATE:
INVOICE # EPR10a1
FOR: 2009.10 Event

Partner Lead Contact Information

Name:
Company:
Address:
City, ST ZIP:
Phone & Email:

Event Partnership Description	Gift Amount
___ Single Event Presenting Partner	1k\$
___ Single Event Title Partner	1k\$
___ Single Event Patron Partner	1k\$
___ Single Event Host Partner	1k\$
___ Total Portfolio Presenting Partner	\$500,000
___ Total Portfolio Title Partner	\$275,000
___ Total Portfolio Patron Partner	\$150,000
___ Total Portfolio Host Partner	\$75,000
TOTAL	\$

Make all checks payable to **Riverkeeper, Inc.**
South Broadway, Tarrytown, NY 10591

For more information contact Brian Wiley at (914) 478-4501 x238 or bwiley@riverkeeper.org

EIN 13-3204621

Partnership contributions are tax-deductible to the extent allowed by law.

THANK YOU FOR YOUR SUPPORT!