



Greetings!

You are invited to become a sponsor of the Rogue River Watershed Council's **2020 Celebrate the Rogue! event**. Rogue River Watershed Council (RRWC) has held **Celebrate the Rogue!** each of the past three years. The event is our way of celebrating recent successes and raising funding for the upcoming year. We are altering the event this year to incorporate recommendations from medical professionals on protecting our communities from Covid-19. Instead of gathering face to face together and socializing in a large indoor location, we will hold a fun, "virtual" event instead. The "Get the Salmon Up the River" game is our key fundraising feature and will take place with other activities during the month of October.

"Get the Salmon Up the River" invites donors to "buy" river miles to get adult Coho Salmon to various RRWC restoration project sites. Once the first salmon reaches the first project site (e.g., Coyote Creek), a second salmon will head to a different project area (e.g., Sugarpine Creek). We can provide you with a "mock up" of the game board if you would like to see how this activity will look on our website.

The attached sponsorship table shows different sponsorship levels available with descriptions of the benefits associated with each level. We are confident that one of these levels will meet your interests in gaining exposure and recognition as a business that values watershed stewardship in the Rogue. Your sponsorship will set us up with the tools for a successful fundraising month, as well as, implementing programmatic activities during 2021. We will be promoting the event with:

- letters to the individuals, families, and businesses that we invite to our "in person" event,
- radio ads on local stations throughout Jackson and Josephine Counties,
- a paid advertisement in several local newspapers, and
- regular and frequent posts to social media channels like Facebook and Instagram.

We expect to reach thousands of households with our outreach.

Protecting and restoring watershed health is just as important now as it has been, and we are continuing to develop and implement restoration and community engagement projects throughout the middle and upper Rogue Basin. Naming your business in our invitation letter, on our social media posts, and in an advertisement in local papers will deliver valuable name recognition for your business. We hope you will join us in our efforts to improve water quality and stream habitat quality for fish, wildlife, and people by sponsoring **Celebrate the Rogue!** this year, despite the changes to our fundraising event.

Thank you for your interest; should you have any questions, please contact Brian Barr (541-423-6187 or [bbarr@rogueriverwc.org](mailto:bbarr@rogueriverwc.org)).

All sponsorships will be applied toward the production of this event and other work RRWC performs in promoting stewardship of the Rogue River watershed. RRWC is tax exempt under section 501(c)(3) of the Internal Revenue Code and is a recognized Oregon watershed council.

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