



Yadkin Riverkeeper

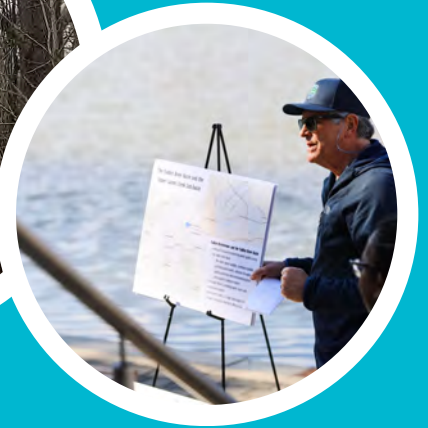
Business Partnership Opportunities

Invest in your community! Support a cleaner, healthier future by partnering with Yadkin Riverkeeper. Through education, advocacy, and direct action, we work tirelessly to protect and enhance the Yadkin Pee Dee River Basin—one of North Carolina's most vital natural resources.

2025

Sponsorship Benefits Include:

- High visibility among a diverse and engaged community.
- Recognition across digital platforms, print materials, event signage, and branded merchandise.
- Membership benefits for employees, including exclusive opportunities to connect with our mission.
- Tax advantages—Yadkin Riverkeeper is a 501(c)(3) nonprofit, making your sponsorship fully tax-deductible. (EIN #26-1874687)
- Access to guided paddles and special events throughout the year.



Protecting a vital resource

Only 1% of the Earth's water is fresh and available for use.

The Yadkin Pee Dee River Basin—the second largest in North Carolina—spans 7,200 square miles, covering 21 counties and 93 municipalities. With over 5,800 miles of streams and nearly 23,000 acres of lakes, this basin provides drinking water to more than 1.1 million people. However, industrial pollution and rapid development threaten its health. Yadkin Riverkeeper works to safeguard this essential resource, ensuring clean water for communities today and for generations to come.

Reach



9k followers



1k subscribers



3.3k followers



49k visitors annually



4k avg SwimGuide weekly post impressions



	Contributing Partner \$1,000	Community Sponsor \$2,500	Presenting Sponsor \$5,000	SwimGuide* Sponsor \$10,000
Complimentary Tickets to Sponsored Events	✓	✓	✓	✓
Advertisement in E-News	✓	✓	✓	✓
Adopt-a-Watershed	✓	✓	✓	✓
Online Recognition		✓	✓	✓
Company/Logo Recognition for Sponsored Events			✓	✓
Company/Logo Recognition on Swag				✓
Weekly Additional Online Recognition				✓

***SwimGuide** is a global initiative that monitors bacteria levels at beaches, swimming areas, and boat access points, providing the public with clear, up-to-date water quality data. Its mission is simple: to answer the question, "Where can I safely swim?" Yadkin Riverkeeper collaborates with 15 other Riverkeeper organizations across North Carolina to test for E. coli weekly throughout the peak recreational season, from Memorial Day to Labor Day.

In 2024, Yadkin Riverkeeper and volunteers collected 340 water samples at 26 different sites across the watershed. 66% of these samples met the EPA's E. coli guideline for safe recreational use. These results indicate a need to further protect water quality at these popular river and lake sites. With your help, we can ensure safe drinking water as well as recreational health and safety for all.



Additional Engagement Opportunities

Adopt-A-Watershed

In addition to sponsorship opportunities, we invite you to make a direct impact on water conservation by adopting a watershed. The **Adopt-a-Watershed** program allows businesses and individuals to play a key role in protecting the Yadkin River and its tributaries. For an annual contribution of **\$250**, your adoption supports vital advocacy, monitoring, and cleanup efforts while demonstrating your commitment to clean water.

Adoption Benefits Include:

- **Your name or business featured** on our Adopt-a-Watershed map.
- **Exclusive Adopt-a-Watershed decal** to proudly display your commitment
- **Recognition** in our monthly e-newsletter welcoming new adopters.
- **Spotlight features** in our e-newsletter showcasing adopted watersheds and their impact.
- **Access to special monitoring and cleanup events** – adopters can also fund additional water testing or host a cleanup for their team or community.
- **Water quality testing access** – report concerns, and we'll investigate potential pollution threats.
- **The satisfaction** of knowing your support directly aids water conservation in the Yadkin River Basin.

For companies looking to make an even **larger impact**, watershed adoption can be an excellent **addition to a corporate sponsorship** or a meaningful **team-building initiative**.



Additional Engagement Opportunities

Sponsor a Signature Event

Support Yadkin Riverkeeper’s mission by sponsoring one of our two signature events: Farm to Fork or Yادktober Fest. These highly anticipated gatherings celebrate local food, community, and conservation while raising critical funds for clean water efforts in the Yadkin River Basin.

As an **event sponsor**, your business will receive prominent recognition and visibility among an engaged audience of environmental advocates, outdoor enthusiasts, and community supporters. Sponsorship applies to one event of your choice—allowing you to align your brand with the experience that best fits your goals.

Join us in making a lasting impact while connecting with a passionate and dedicated community!

	Copper Sponsor \$250	Bronze Sponsor \$500	Silver Sponsor \$750	Gold Sponsor \$1,500	Presenting Sponsor \$2,500
Complimentary food and beverage tickets to sponsored event	2	4	6	8	10
Recognition in press release	Listed	Listed	Logo	Logo	Prominent
Recognition in event emails	Listed	Listed	Logo	Logo	Logo
Recognition on website		Listed	Logo	Logo	Logo and Hyperlink
Social media feature			1	2	3
One 10x10 vendor booth				✓	✓
Naming rights to sponsored event					✓



Yadkin Riverkeeper

How We Serve Our Community

- Educate and inform the public about the River's impact on our region's economy and environment.
- Organize river paddles, cleanups, and educational events.
- Monitor and test water quality, alerting officials and the public to pollution threats.
- Advocate for policies that protect water quality and natural resources.
- Support improvements to the Yadkin River State Trail.
- Promote sustainable agriculture while advocating for better regulation of large-scale animal production facilities that impact water quality.

Don't see exactly what you're seeking?

Contact Us Layne Meredith | Development | layne@yadkinriverkeeper.org | 336.722.4949