

CHARLES RIVER

conservancy



## City Splash Sponsorship Categories and Benefits

Sponsors of City Splash have the opportunity for recognition at not one, but two events--fun on both sides of the river!

**Date:** Saturday, June 15th, 2019

**Rain date (both events):** Saturday, June 22nd, 2019

**City Splash Swim (noon - 4pm):** 2019 will be the Charles River Conservancy's 6th year of urban river swims. This afternoon event is expected to sell out, drawing 300 plus registered swimmers, plus hundreds more enjoying an afternoon at Fiedler Field dock on the Esplanade. Be a part of this one-of-a-kind celebration in Boston.

**Afterparty (6pm – 8pm):** What does everyone need after a day of swimming? Carbs! For the first time, The Charles River Conservancy will host an afterparty at Za in Cambridge (350 Third Street in Kendall Square). Come celebrate a fun day of river swimming with pizza, salad and drinks.



### Cannonball Sponsor ~ \$10,000

- Recognition at City Splash kick-off via microphone or megaphone
- Speaking role at afterparty for representative of your choice
- Opportunity for table/display at City Splash
- Opportunity for branded table card at Afterparty
- Family name or company logo printed on commemorative swim cap
- Competitor or judge role in Celebrity Cannonball Contest
- Logo printed on commemorative tote bag
- Logo printed prominently on banner at City Splash check-in table
- Logo prominently and independently displayed on afterparty slideshow
- 12 tickets to Afterparty
- Logo displayed on CRC's City Splash webpage with link to sponsor website
- Four months of recognition in monthly e-newsletter (distribution ~ 12,500)
- Multiple social media posts (including Instagram, Facebook and Twitter) with tag and/or hashtag of choice.



### Backflip Sponsor ~ \$5,000

- Recognition at City Splash kick-off via microphone or megaphone
- On-stage recognition at afterparty
- Competitor or judge role in Celebrity Cannonball Contest
- Family name or company logo printed on commemorative tote bag
- Logo prominently printed on banner at City Splash check-in table
- Logo prominently displayed on afterparty slideshow
- 8 tickets to Afterparty
- Logo displayed on CRC's City Splash webpage
- Three months of recognition in monthly e-newsletter (distribution ~ 12,500)
- Multiple social media posts (including Instagram, Facebook and Twitter)



### Corkscrew Sponsor ~ \$2,500

- Recognition at City Splash kick-off via microphone or megaphone
- Recognition at afterparty
- Family name or company logo printed on commemorative swim tote bag
- Logo printed on banner at City Splash check-in table
- Logo displayed on afterparty slideshow
- 4 tickets to Afterparty
- Logo displayed on CRC's City Splash webpage
- Two months of recognition in monthly e-newsletter (distribution ~ 12,500)
- Multiple social media posts (including Instagram, Facebook and Twitter)



### Can Opener Sponsor ~ \$1,000

- Recognition at afterparty
- Family name or company logo printed on banner at City Splash check-in table
- Logo displayed on afterparty slideshow
- 2 tickets to Afterparty
- Company or individual/family name displayed on CRC's City Splash webpage
- Recognition in one monthly e-newsletter (distribution ~ 12,500)
- Thank you in social media post of choice (Instagram, Facebook or Twitter)



For more information or to become a sponsor,  
 please email [ljasinski@thecharles.org](mailto:ljasinski@thecharles.org) or call 617-608-1410