



5700 Arden Way  
Carmichael, CA  
95608

[www.arpf.org](http://www.arpf.org)  
EXECUTIVE COMMITTEE

**Dustin Luton,**  
President  
*Golden 1 Credit Union*

**John Costa**  
Vice President  
*Pacific Gas & Electric*

**Ryan Drury**  
Secretary  
*Pacific Neon*

**Jonathan Deeringer**  
Treasurer  
*Deeringer Wealth Management*

**Mike Rizzo,**  
Past President  
*Five Star Bank*

BOARD

**Christian Brown**  
*Teichert Materials*

**Keith G. Coolidge**

**Karen Doron**  
*CALSTRS*

**Steve Kustin**  
*SMUD*

**Matt Ocko**  
*City of Roseville*

**Dean O'Brien,**  
*Office of Statewide Health  
Planning & Development*

**David Pai**  
*Capital Nephrology  
Medical Group*

**Jim Sargent**

**Don Wreden, MD**

STAFF

**Dianna Poggetto**  
*Executive Director*

**Thomas Hannon**  
*Office Manager*

**Scot Murdoch**  
*Director of Communications and  
Public Affairs*

**Chris Balaam**  
*Director of Development*

**Molly Peterson**  
*Outreach- Grants Manager*

**April Potter**  
*Events- Marketing Manager*

**Julia Cassill**  
*Volunteer Coordinator*

February 14, 2023

Tim Kerr  
American River Flood Control District  
165 Commerce Circle  
Sacramento, CA 95815

Dear Tim:

Each year the American River Parkway Foundation hosts two (2) annual clean-ups: Spring Clean-up and the Great American River Clean-Up (GARCU). Both are crucial in the conservation of our region's prized gem- the American River and the Parkway that surrounds it. The Parkway Foundation would like to invite you to participate as an Event Sponsor for both!

The American River Parkway is Northern California's premier nature destination located in the heart in Sacramento. Every year, the Parkway attracts thousands of volunteers that are passionate about nurturing and protecting this special place through the Parkway Foundation's various programs and events.

The 23 mile, 4,800-acre preserve, and nature area is home to incredible species of wildlife and plants while offering many ways to recreate or relax. As a sponsor, you cover the cost of supplies for our volunteers such as trash bags, nitrile gloves, hand sanitizer, first-aid kits, and dirty needle containers as well as bottled water and snacks.

Please find attached the sponsorship opportunity level form. If you have any questions regarding the event and sponsorship, contact Chris Balaam [cbalaam@arpf.org](mailto:cbalaam@arpf.org) or at (916) 486-2773.

Thank you for your consideration in supporting the American River Parkway Foundation in our efforts to conserve, nurture and protect our region's greatest civic amenity.

Sincerely,

A handwritten signature in blue ink that reads "Chris Balaam".

Chris Balaam  
Director of Development





# CLEAN-UPS <sup>Item 2e</sup>

## SPONSORSHIP OPPORTUNITIES

Spring Clean-Up  
Saturday, April 15, 2023

GARCU  
Saturday, September 23, 2023

*Mountain Lion*  
**\$5,000**

- Top placement of name and logo in BOLD on all promotional materials, media relations and social media announcements.
- Name and logo in April, May, September and October newsletters sent to over 27,000 supporters.
- Name and logo on ARPF web pages for Spring Cleanup and GARCU. Logo recognition at all clean-up locations.
- Social media recognition on Facebook, Instagram and Twitter.
- Exclusive Sponsorship of a cleanup site of your choice for both events (first come, first served).
- Logo on all marketing collateral.

*Black-Tailed Deer*  
**\$2,500**

- Featured sponsorship at clean-up site of your choice for both clean-up events (first come, first served).
- Name and logo in April, May, September and October newsletters. sent to over 27,000 supporters.
- Logo on ARPF on Spring Clean-Up and GARCU web pages.
- Social media recognition on Facebook, Instagram and Twitter.

*River Otter*  
**\$1,000**

- Logo on ARPF on Spring Clean-Up and GARCU web pages.
- Social media recognition on Facebook, Instagram and Twitter Featured sponsorship at clean-up site of your choice for both clean-up events.
- Logo placed on marketing materials at clean-up location.
- 

*Jack Rabbit*  
**\$500**

- Logo on ARPF Website for Spring Clean-Up and GARCU.
- Social media shares on Facebook, Instagram, Twitter.
- Featured Sponsorship at clean-up site of your choice for both clean-up events (First come, first served).

**SPONSORSHIP FORM ON BACK PAGE**





# CLEAN-UPS Item 2a

## SPONSORSHIP OPPORTUNITIES

Spring Clean-Up  
Saturday, April 15, 2023

GARCU  
Saturday, September 23, 2023

### SPONSORSHIP CONTACT INFORMATION

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

### SPONSOR LEVELS



### LOGOS

All logos must be submitted by **Wednesday, March 29, 2023**  
for inclusion on signage and materials.

Email in PDF format with text outlined, 300 DPI, to Chris Balaam at [cbalaam@arpf.org](mailto:cbalaam@arpf.org)

### PAYMENT

Please make checks out to the American River Parkway Foundation (ARPF)  
and mail with this form to:

American River Parkway Foundation  
Re: Clean-Ups Sponsorship  
5700 Arden Way  
Carmichael, CA 95608

For more information about our annual clean-ups, please contact  
Chris Balaam at (916) 486-2773 or email [cbalaam@arpf.org](mailto:cbalaam@arpf.org)