



3rd Annual

Eco Fest and River Clean-up

September 7, 2024



Sponsor Benefits Package

Androscoggin River Clean-up

The Androscoggin River is the third largest river in Maine as the 164-mile waterway begins its journey near Errol, New Hampshire eventually mingling with the waters of the Kennebec River in Merrymeeting Bay below Brunswick. The name of the Androscoggin comes from the Abenaki word Ammoscongong who once settled the upper reach of the river from the Great Falls in Auburn northward. This great river once supported Atlantic salmon and native trout in great numbers as far as Rumford Falls. Today, thanks to the efforts of dedicated individuals and organizations the Androscoggin River is clean enough to support several fish and wildlife species.

Though the Androscoggin is finally starting to make the grade, moving from a class C to a class B for much of the river, there is still work to be done. The river's water quality, odor, and clarity become noticeably poorer as it reaches below Jay and Lewiston-Auburn. The middle and lower Androscoggin's water quality and aesthetics remain significantly impaired due to a long history of various industrial uses and carrying industrial and municipal waste products downstream. By the 1960s the Androscoggin was one of the ten most polluted rivers in the United States. Clean Water Act of 1972, a crowning achievement of U.S. Sen. Edmund S. Muskie of Rumford has allowed the river to make a comeback, becoming a significant recreational resource for communities and vital habitat along its banks.

For the last several years, volunteers have removed tons of trash along the river's shores from Lewiston/Auburn to Jay. Volunteers set out on foot or by boat to remove tons of trash and debris from the Androscoggin River, tributaries, parks and shoreline. This effort is possible with the support of business leaders like **YOU**.

Our corporate volunteers and sponsors come back year after year to a high-quality and fun experience with real results, high visibility, and recognition.





Who We Are:

ALT works to conserve and steward critical land in perpetuity for Androscoggin River watershed protection, wildlife habitat, natural resources, and outdoor recreational opportunities. We currently conserve over 5,000 acres of land from Jay to Durham, including over ten miles of riverfront along the Androscoggin River in both rural and urban areas.

Visiting our conserved properties, you will find recreational trails, fields, wetlands, bogs, working farms and forests. The river clean-up is one of several events we host to connect people to natural spaces. The land we conserve contributes to water quality, ecological health and diversity, wildlife, plant and human health, opportunities for exploration, economic vitality, community well-being and scenic beauty, for now and for future generations. A vast network of members, volunteers, and partners make this important work possible.

Our Mission Supports Your Mission:

ALT's mission is to protect, through land conservation and stewardship, the important natural areas, traditional landscapes, and outdoor experience in the Androscoggin River watershed. By supporting this event gives sponsors valuable exposure. Highlight your values and connect your business to a thoughtful, engaged and influential constituency that participates in environmental action.

Volunteers will see your name in our eNews and social media and wear your company name on their t-shirts!



Androscoggin Land Trust will hosting the 1st Annual Eco Brewfest on Saturday, September 7th, 2024, at French Falls Conservation Area in Jay

Get ready for an evening filled with craft beer, delicious food, and great company, all in support of Androscoggin Land Trust’s mission to conserve and protect our natural areas along the Androscoggin River Watershed.

Get your gloves and trash bags ready, the day will start with an annual clean-up along the Androscoggin River in the towns of Jay, Livermore and Livermore Falls. ALT has been hosting river clean-ups along the Androscoggin for over a decade and protecting the lands for the last 35 years. Each year ALT host 2 clean-up events in Lewiston/Auburn and in Jay/Livermore regions. Volunteers of all ages and abilities come together to do their part and spend a few hours making the water cleaner, the riverbanks safer, and the wildlife happier.

Following the clean-up ALT will be hosting a beer garden to celebrate our accomplishments in cleaning our waterways, riverbanks, and communities. Sample a wide selection of craft beers from local brewery, Ambition Brewing and discover new favorites. From hoppy IPAs to smooth stouts, sour beer made from beets, there’s something for every beer lover to enjoy. Indulge in a delectable spread of food, from the backyard BBQ pairings menu.

As a sponsor you will help make a BIG impact in preventing trash from ending up in our rivers. Our A La Cart sponsorship menu helps you decide what level best fits your organization.

As an Umbagog Sponsor: Where the great Androscoggin River is sourced, you will receive

- Media package and Social media package
- Event Booth
- Clean-up site for your team
- Prominent Logo on volunteer apparel and promotional advertising
- 4 pack tickets for the Beer Garden and 4 Food Tokens \$180 value
- Prominent logo on promotional beer garden souvenir glasses



Ammosconggon Sponsor: Androscoggin Land Trust’s service area.

- Social media package
- Event Booth
- Clean-up site for your team
- Logo on volunteer apparel and promotional advertising
- 2 pack tickets for the Beer Garden and 2 Food Tokens \$90 value
- Logo on promotional beer garden souvenir glasses

River Runner Sponsor: The brave souls that ran timber down the Androscoggin River.

- Social media package
- Clean-up site for your team
- Listed on volunteer apparel and promotional advertising
- 1 pack tickets for the Beer Garden and 1 Food Tokens \$45 value
- Listed on promotional beer garden souvenir glasses



Restorer Sponsor: Moving the river from a class C to a class B.

- Listed on promotional materials
- Clean-up site for your team
- Listed on volunteer apparel and promotional advertising
- Food Tokens for beer garden

Merrymeeting Sponsor: Where the river meets the sea.

- Listed in enews and website



Cleanup Priorities

- Effectively and safely remove all manner of trash and debris
- Create meaningful opportunities for volunteers that benefit cleaner, healthier rivers
- Engage community members to stay actively involved with conservation

Why Sponsor?

- * Demonstrate your commitment to the environment
- * Increase your business exposure through generous media coverage and other promotions
- * Provide your employees with an engaging and meaningful team-building opportunity
- * Be part of the solution!

2024 Sponsor Benefits Chart

As an **Eco Fest sponsor**, you demonstrate your commitment to your employees, your community and to the environment. You will be recognized with the following benefits:

	Umbagog Sponsor \$2,500	Ammoscongong Sponsor \$1,000	River Runner Sponsor \$500	Restorer Sponsor \$250	Merrymeeting Sponsor \$100
Media Recognition	✓				
Event Booth	✓	✓			
Social Media Shoutout	✓	✓	✓		
Promotional Posters	✓	✓	✓	✓	
Cleanup Site for Your Team	✓	✓	✓	✓	✓
E-news Recognition	Profile & Logo	Prominent logo	Logo	Listing	Listing
Volunteer Apparel	Prominent logo	Logo	Listing	Listing	Listing
Website Recognition	Large Logo	Logo	Logo	Listing	Listing
Ticket pack for Beer Garden	✓	✓	✓		
Food Tokens for Beer Garden	✓	✓	✓	✓	
Promotional material for Beer Garden	Prominent logo	Logo	Listing		
Promotional glass for Beer Garden	Prominent logo	Logo	Listing		

Please Respond By August 1st 2024

BUSINESS MEMBER SPONSORSHIP FORM

It's quick & easy to make your commitment online



ANDROSCOGGIN LAND TRUST



Business Name : _____
Address : _____
Phone Number : _____ E-Mail : _____
Contact Name: _____

We want to sponsor an ALT Signature Event: *Eco-Festival, Annual Meeting, or River Clean-Up*

Umbagog
\$2500

Ammosconggon
\$1000

River Runner
\$500

Restorer
\$250

Merrymeeting
\$100

MY COMPANY WILL BE PAYING VIA CREDIT CARD CHECK

Please make check out to "Androscoggin Land Trust"

Type of card: _____

Name on card: _____

Card number: _____

Expiration date: _____

CVV: _____

Billing address: _____

City _____

State: _____

Zip: _____

PLEASE MAIL THE COMPLETED FORM and your marketing materials to:

Androscoggin Land Trust

PO Box 3145

Auburn, ME 04212

or

info@androscogginlandtrust.org

Please Respond By August 1st 2024



Katherine Breton Memorial Preserve- Lisbon

Thank you



**ANDROSCOGGIN
LAND TRUST**