

Why You Should Get Into The River

The Jordan River corridor is considered the “hydrological backbone” of the Salt Lake Valley, hosting a veritable array of wildlife, native plants and natural areas within the heart of our urban life. The *Get Into the River* efforts look to highlight this open space treasure, as well as bring our community together in protecting, restoring and providing access to this natural resource for the community today, and the generations of tomorrow. Did you know?

- The Jordan River is 51 miles long that flows from Utah Lake to the Great Salt Lake.
- The Jordan River Parkway has 45 miles of nearly continuous, non-motorized paved trails along the corridor, as well as equestrian trails, trailheads, parks, urban fisheries, golf courses natural areas along the river.
- The Parkway Trail connects to the Legacy Parkway Trail and the Denver/Rio Grande Western Rail Trail which ends in Roy. The combined trails provide 76 miles of regional paved trail for Wasatch Front residents.
- Conservation efforts include removing puncturevine and seeding the trail with native plant varieties. Also known as goathead, puncturevine is a non-native plant that has invaded many disturbed areas along the Jordan River Trail.
- Natural areas encourage people to foster a love of place, enjoy open space and recreation, as well as encouraging stewardship and protection of the wildlife and vegetation along the river.

Won't you and your organization join us as we work to conserve, restore and celebrate the Jordan River Corridor and Parkway?

Get Into The River Community Sponsors & Partners

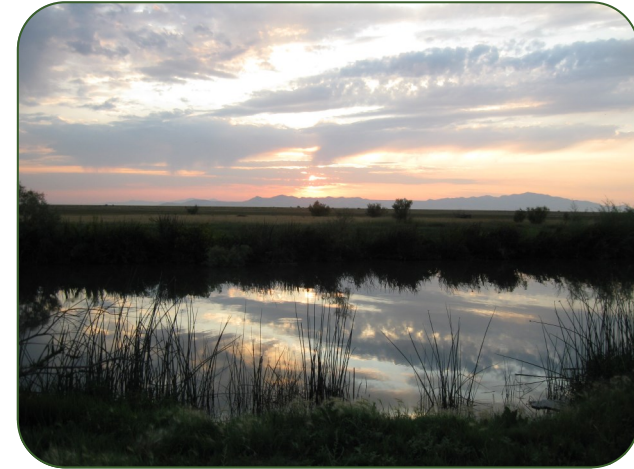
Presenting Sponsor



Planning Partners



Get Into The River



Sponsorship Opportunities

2014 Jordan River Festival

Conservation Day
May 29, 2014

Festival Celebration
May 31, 2014

Get Into The River

Jordan River Conservation Day & Festival Celebration

May 29 & 31, 2014

Please join us as we partner in this important community event!

Conservation Day Thursday, May 29

Corporate and community organizations will join in a variety of conservation efforts in the river and along the Jordan River Parkway in designated



areas. Activities may include removing trash and dead foliage, pulling weeds, re-seeding areas with native plants, pruning trees, removing graffiti, refreshing paint and other restoration

tasks. Volunteer teams are asked spend approximately four hours working along the Jordan River. Limited designated areas will be assigned on a first-come, first-serve basis.

Festival Celebration Saturday, May 31

We invite the community to join us in celebrating the jewel that is the Jordan River on Saturday from 10 am to 2 pm. Come learn about the animals and habitats supported



by the river and how communities and individuals are enjoying it each and everyday. There will be educational and recreational

demonstrations during the festivities. Bring your bikes, your strollers and your walking shoes and experience the Jordan River Parkway!

CORPORATE PARTNERSHIP INVESTMENT

	Presenting	Trailblazer	Pathfinder	Community
Investment Amount (Cash/In-Kind)	\$15,000	\$10,000	\$5,000	\$2,500
# of Named Sponsorships Available	One	Three	Five	Seven
Committed Sponsors	Wells Fargo			

CORPORATE PARTNERSHIP BENEFITS

Company Name & Logo Placement on Event Materials

Recognition as Presenting Sponsor on all materials	X			
Rights to use Festival's logo in approved company advertising and promotions	X			
First right of refusal for 2015 event	X			
Television advertising	X	X		
Radio PSAs	X	X		
Featured sponsor at a festival site with banner	X	X		
Special press releases	X	X		
Twitter recognition with tag	X	X		
Logo on "Get Into the River" website homepage with a link	X	X		
Individual Facebook recognition post with tag	Individual	Individual		
Logo recognition in print advertising	X	X	X	
Recognition on flyers passed out at community events and festivals	X	X	X	
Recognition signage along trail	X	X	X	
Discounts on customized volunteer t-shirts	X	X	X	
Featured educational sponsor with signage			X	
Logo on "Get Into the River" website sponsor page	X	X	X	X
Group Facebook recognition post with tag			Group	Group
Recognition in media releases	All	All	Select	Select
Volunteer opportunity for employees	X	X	X	X
Logo on event t-shirts	X	X	X	X

Partner Publications, Collateral & Events

Feature article in Jordan River Commission newsletter	X			
Tickets to the annual Jordan River Commission Gala	8	4	2	
Listing in Jordan River Commission annual report	X	X	X	X
Recognition on Jordan River Commission website	X	X	X	X
Recognition on Jordan River Foundation website	X	X	X	X