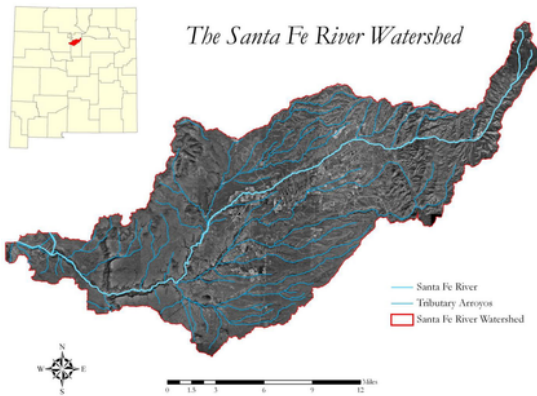




ADOPT YOUR WATERSHED SPONSOR INFORMATION

WHAT IS THE SANTA FE WATERSHED?

A watershed is all the land that drains (or “sheds”) rain and snowmelt to the lowest point. The Santa Fe watershed consists of 285 square miles of land from Lake Peak (our watershed’s highest point) to where the Santa Fe River meets the Rio Grande. All the rain and snowmelt from these lands drain into the Santa Fe River.



WHY ADOPT YOUR WATERSHED?

The health and resilience of the Santa Fe Watershed directly impacts the health of the water in the Santa Fe River, in your home, and in our community - now and into the future. There are many challenges our watershed faces, and it depends on each of us to care for and protect it.

HOW CAN I HELP?

Businesses, community groups, and individuals can adopt part of the watershed with an annual, tax-deductible, financial contribution to the Santa Fe Watershed Association. In addition to great community visibility and recognition for you, your business, or organization, your sponsorship will help support stewardship, education, restoration, and advocacy initiatives in the watershed.

WHY SHOULD I BE A SPONSOR?



SINCE 1997
The Santa Fe Watershed Association has been a trusted steward and advocate in our community for more than 25 years



“BEST ENVIRONMENTAL GROUP”
SFWA achieved this distinction by the Santa Fe Reporter in 2013, 2015, 2016, 2017, 2018, and 2019



KEEP WATERWAYS BEAUTIFUL
15 tons of trash collected in 2023 alone thanks to our dedicated steward teams and angel volunteers



MAJOR COLLABORATORS
The City and County of Santa Fe, Ten Thousand Waves, Meow Wolf, La Fonda Hotel, Agua Fria Nursery, and many more noted community partners and businesses collaborate with this program



COMMUNITY CONNECTION
SFWA's robust web and social media presence, annual newsletter, and monthly e-news reaches thousands. Hundreds of community members also attend our annual Love Your Watershed Day in May, our Watershed Fest in September, and participate in cleanups and educational programs throughout the year

“Rio Grande School is honored to have been cleaning the Santa Fe River for over 10 years and is committed to working towards a more sustainable future.”

- Rio Grande School Steward Team Leader

SPONSORSHIP OPPORTUNITIES

There are more ways than ever to Adopt Your Watershed. Join our community of supporters at the level of investment that's right for you, get great exposure, and make a difference for our river, our water, and our future!

Downtown Premiere River Sponsorship: \$3,000 Annually

Limited to 7 signs between Paseo de Peralta and Guadalupe

- Signage along sponsored premiere river reach (highest visibility: slow vehicle traffic, abundant foot traffic and tourism directly along the river)
- Listing on digital SFWA map of river and arroyo reaches
- Acknowledgement in announcements about clean-ups or other activity in your sponsored reach
- Social media and e-newsletter features
- Website listing with linkable logo
- SFWA assets to showcase your support
- Save \$500 if you renew for two years

Downtown River Sponsorship: \$2,000 Annually

Limited to 17 signs, Patrick Smith Park to Paseo de Peralta/Guadalupe to Camino Alire

- Signage along sponsored river reach (moderate to high foot and vehicle traffic)
- Listing on digital SFWA map of river and arroyo reaches
- Acknowledgement in announcements about clean-ups or other activity in your sponsored reach
- Featured in social media, e-newsletter, and annual print newsletter
- Website listing with linkable logo
- SFWA assets to showcase your support
- Save \$500 if you renew for two years



Other River and Arroyo Sponsorship: \$1,500 Annually

- Listing on digital SFWA map of river and arroyo reaches
- Featured in social media, e-newsletter, and annual print newsletter
- Website listing with linkable logo
- SFWA assets to showcase your support
- Save \$400 if you renew for two years

Watershed Sponsorship: \$500-\$1,000 Annually

- Website listing with linkable logo
- SFWA assets to showcase your support
- Save \$200 if you renew for two years

“ADOPT” HISTORY

The original "Adopt-the-River" program was started in 2002 to engage the community in helping support the health and vibrancy of our urban river corridor. "Adopt-an-Arroyo" was added in 2015 to extend these stewardship and restoration efforts to our connected arroyo system. In 2023 the programs merged into a cohesive "Adopt Your Watershed" so that work could be approached from a more holistic perspective. Throughout its history, the Adopt program has relied on generosity and care from stewards and sponsors like you.

NEXT STEPS...

If you have questions, ideas, or would like more information, please contact Amara May at 505-820-1696 or amara@santafewatershed.org.

ABOUT US

The SANTA FE WATERSHED ASSOCIATION is a 501(c)3 nonprofit organization.

OUR MISSION is to protect and restore the health and vibrancy of the Santa Fe River and its watershed for the benefit of people and the environment. We achieve this through education, restoration, stewardship, and advocacy. From the River's headwaters to the Rio Grande, we honor the connection of people and the watershed.

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