



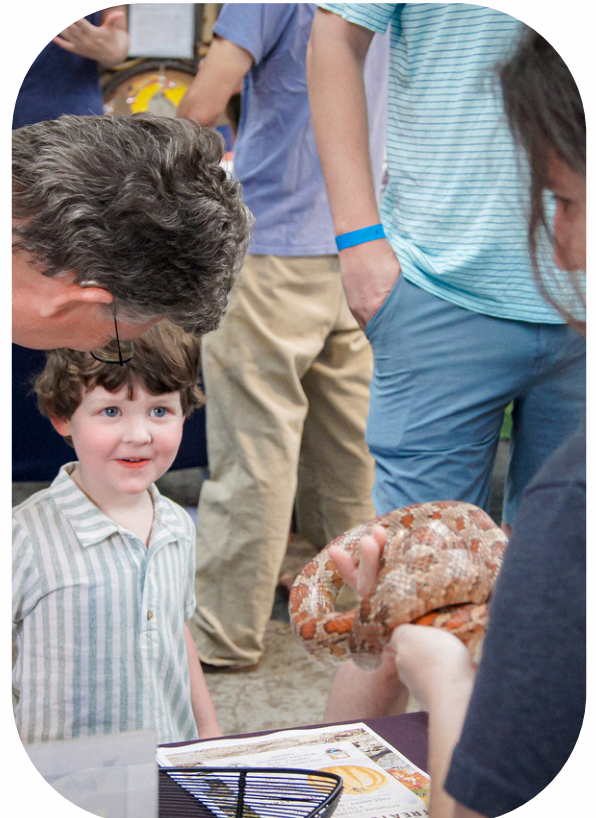
2026 SPONSORSHIP OPPORTUNITIES

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**CONTACT PAIGE GOLDSCHMIDT, OUR
MEMBERSHIP & FUNDRAISING MANAGER,
FOR MORE INFO ON SPONSORSHIP.**

PGOLDSCHMIDT@CAHABARIVERCOALITION.ORG



CAHABA RIVER COALITION



The Cahaba River is globally recognized for its incredible biodiversity and supports communities through drinking water and outdoor recreation throughout central Alabama. Protecting it requires both deep expertise and a strong, united voice.

That's why Cahaba River Society and Cahaba Riverkeeper have come together to form Cahaba River Coalition. By merging our organizations, we're combining decades of complementary work to better protect the river, respond quickly to threats, and inspire more people to care for this extraordinary place.

As one organization, we will strengthen water quality monitoring, expand education and community engagement, and work hand-in-hand with partners to safeguard the watershed. This merger isn't just a new name. It's a renewed commitment to protecting the Cahaba for the communities, wildlife, and future generations that depend on it.

We're excited to begin this new chapter together and grateful for your continued support.

CAHABA RIVER FRYDOWN

When: Sunday, October 18, 2026

Where: Cahaba Brewing Company

What: Cahaba River Frydown is the largest annual fundraiser for Cahaba River Coalition. It is a competitive fish fry and family-friendly festival celebrating the Cahaba River.

Estimated attendance: ~1,500 attendees

Estimated exposure for sponsors: ~550,000 impressions

Frydown Presenting Sponsor - \$10,000

- Primary logo position on event marketing materials, including event t-shirt, webpage, poster, CRC newsletters, etc.
- 10 Gift Memberships to Cahaba River Coalition
- 8 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown (competing is optional)

Cahaba River Adventure Area Presenting Sponsor - \$10,000

- Primary logo position on event marketing materials, including event t-shirt, webpage, poster, CRC newsletters, etc.
- 10 Gift Memberships to Cahaba River Coalition
- 8 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown (competing is optional)

Paddle Partner - \$5,000

- Prominent logo position in select event marketing materials, including event t-shirt and signage.
- 5 Gift Memberships to Cahaba River Coalition
- 6 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown (competing is optional)

Stream Supporter - \$2,500

- Logo or sponsor name displayed in select event marketing materials.
- 5 Gift Memberships to Cahaba River Coalition
- 4 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown (competing is optional)

Frydown Friend - \$1,000

- Logo or sponsor name displayed in select event marketing materials.
- 2 Gift Memberships to Cahaba River Coalition
- 2 complimentary spots on a CRC partner paddle

EARTH WEEK

When: April 19-25, 2026

Where: Jefferson, Shelby, Bibb, Perry, Dallas counties

What: Cahaba River Coalition's Earth Week is a week-long cleanup initiative on the week of Earth Day. We organize a river cleanup in all five counties the Cahaba flows through.

Estimated attendance: ~200 volunteers

Estimated exposure for sponsors: ~35,000 impressions

Presenting Sponsor - \$10,000

- Primary logo position on event marketing materials, including event t-shirt, webpage, poster, CRC newsletters, etc.
- Primary logo position on each daily event and recap social media posts
- 10 Gift Memberships to Cahaba River Coalition
- 8 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown

Day Sponsor - \$2,500

- Prominent logo position on event marketing materials including event t-shirt, webpage, poster, CRC newsletters
- Prominent logo position on dedicated event post of day sponsored
- 5 Gift Memberships to Cahaba River Coalition
- 4 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown

River Ally - \$1,000

- Name or logo displayed on select event marketing materials
- 2 Gift Memberships to Cahaba River Coalition
- 2 complimentary spots on a CRC partner paddle

TIRE RODEO

When: August 2026

Where: Jefferson, Shelby, and Bibb counties

What: Cahaba River Coalition's Tire Rodeo is a Stewardship effort focused on removing tires from the Cahaba River. We will collaborate with several partner organizations to hold multiple cleanups across the watershed.

Estimated exposure for sponsors: ~20,000 impressions

Presenting Sponsor - \$5,000

- Primary logo position on event marketing materials, including event t-shirt, webpage, poster, CRC newsletters, etc.
- 5 Gift Memberships to Cahaba River Coalition
- 6 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown

Day Sponsor - \$2,500

- Prominent logo position on event marketing materials including event t-shirt, webpage, poster, CRC newsletters
- 5 Gift Memberships to Cahaba River Coalition
- 4 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown

River Ally - \$1,000

- Name or logo displayed on select event marketing materials
- 2 Gift Memberships to Cahaba River Coalition
- 2 complimentary spots on a CRC partner paddle

SWIM GUIDE

When: May-September 2026

Where: Jefferson, Shelby, Bibb, Perry, Dallas counties

What: We monitor water quality all summer long on the Cahaba River. Water samples are collected every Thursday from May to September and analyzed in our on-site lab for water quality and bacteria. Findings are posted across our social media channels, website, and the Swim Guide app to educate the public so they may make informed decisions before swimming, boating, and fishing on the river.

Estimated exposure for sponsors: ~8,000 impressions per week

Presenting Sponsor - \$20,000

- Primary logo position on Swim Guide website and weekly social media post
- 10 Gift Memberships to Cahaba River Coalition
- 10 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown

Month Sponsor - \$2,500

- Prominent logo position on Swim Guide website and weekly social media post
- 5 Gift Memberships to Cahaba River Coalition
- 4 complimentary spots on a CRC partner paddle
- Free team entry to Cahaba River Frydown

Week Sponsor - \$750

- Name or logo displayed on Swim Guide website and weekly social media post
- 2 Gift Memberships to Cahaba River Coalition
- 2 complimentary spots on a CRC partner paddle