PROPOSAL: CATALYST SPONSORSHIP FOR THE ALLIANCE FOR THE CHESAPEAKE BAY

X COMPANY cares for its communities and our environment. We have been proud to work with X COMPANY on a variety of projects. In order to achieve a more powerful impact, and in an effort to strategically plan our future efforts, the Alliance for the Chesapeake Bay (the Alliance) invites X COMPANY to become a $30,000 CATALYST SPONSOR.

In order to advance X COMPANY environmental sustainability goals, the Alliance will continue to employ our collaborative expertise and leverage our strong reputation as a consensus builder with businesses, governments, and local communities.

At the same time, we continue to expand and reinforce the Alliance goals of community service and sustainability to improve the environment and support the communities where we live and work.

The CATALYST SPONSOR provides an opportunity for X COMPANY to participate in environmental initiatives supporting both your local and regional goals, and to receive support for your own sustainability strategies.

Sponsorship of the Alliance at our highest level will enable X COMPANY to access:
- Design a plan that best supports your team’s goals and priorities
- Public recognition of X COMPANY participation at public ACB events
- Personalized support to X COMPANY corporate environmental sustainability projects
- Employee engagement and educational events
- Environmental and Bay related workshops and webinars
- Facility environmental impact assessments

For over 47 years, the Alliance has built relationships with local and regional government agencies, conservation groups, and community organizations. More than 18 million people call the Chesapeake region home. The economic impact of the Chesapeake is estimated at approximately $33 billion annually. X COMPANY is part of a network of individuals and organizations committed to common environmental sustainability objectives.

Your partnership will continue to support the Alliance’s work in Virginia, Maryland, Pennsylvania, and Washington, D.C. with farmers, landowners, cities and towns, residents, and other environmental groups on projects that have demonstrable impact improving water and air quality, and advancing community health and wellbeing.

Sincerely,

Kate Fritz
Executive Director
CATALYST FOR THE ALLIANCE FOR THE CHESAPEAKE BAY

Because we are *The Alliance*, we recognize the importance of working together toward common goals. Becoming a CATALYST sponsor will benefit your business in many ways. **We will coordinate with you to design a plan that best supports your team’s goals and priorities.**

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Event</td>
<td>The Alliance can coordinate a “Day of Service” to engage your employees and increase morale. Example activities: targeting a green space (or your own office facility) in need of a trash cleanup, native tree planting, or non-native, invasive plant removal.</td>
</tr>
<tr>
<td>Educational Event</td>
<td>The Alliance can coordinate with your staff and local community members to create an engaging Earth Day or Arbor Day event for your organization. Example activities: engaging hands-on workshops, native plant giveaways, or informational presentations.</td>
</tr>
<tr>
<td>Water Quality Monitoring</td>
<td>We invite your staff to pick their favorite stream and work with Alliance biologists to monitor its health via hands-on water quality monitoring. Your business can join forces with a local group, or create your own internal monitoring program for staff.</td>
</tr>
<tr>
<td>Personalized Topic Workshop</td>
<td>The Alliance can coordinate and prepare an in-person workshop designed specifically for your employees and their interests. We will work directly with your team to determine a professional development topic. We can present on a wide variety of topics. Example topics: “How to create an office ‘Green Team’, an outdoor tree identification workshop, best practices in recycling.</td>
</tr>
<tr>
<td>Personalized Support</td>
<td>Your company will have access to the expertise of the Alliance staff as you work on your sustainability initiatives. In addition, you will have access to Alliance for the Chesapeake Bay networking events and professional development opportunities, including webinars.</td>
</tr>
</tbody>
</table>
| Communications and Public Recognition as a Sustainability Leader | - Inclusion in and sponsorship recognition at ALL Alliance annual events and initiatives.  
  - The annual *Taste of the Chesapeake* fundraising event that attracts over 400 people (Annapolis, MD), the Wild & Scenic Film Festival, held in 4 locations at the same time drawing hundreds of attendees and Crab Cake Week, an annual awareness growing event where participating local restaurants provide 10% of the proceeds of crab cake sales to the Alliance.  
  - Press opportunities, including press releases and photo ops sent to local media outlets, industry journals, and your trade publications by the Alliance Communications Team  
  - Alliance ad placed in your trade publications recognizing your environmental partner efforts.  
  - Your company logo highlighted on:  
    - The Alliance’s website  
    - The Chesapeake Network listserv, which sees traffic from over 4,000 users monthly  
    - The Project Clean Stream website  
  - Inclusion in Alliance newsletters that reach over 18,000 readers monthly  
  - Personalized Alliance social media postings (over 3,500 followers) |
ABOUT THE ALLIANCE FOR THE CHESAPEAKE BAY

Concerned about the deteriorating health of the Chesapeake Bay, a coalition of concerned citizens representing business, agriculture, conservation, academia, and government formed the Alliance for the Chesapeake Bay in 1971 to bring information about the state of the Bay to public attention. For over 47 years, the Alliance has been committed to improving water quality throughout the Chesapeake Bay watershed (from Cooperstown, NY to Virginia Beach, VA) through partnerships across sectors, inclusion of diverse voices at the table, and helping build capacity for action “on the ground” for cleaner water.

With almost five decades of experience, we still believe that the best results come from bringing people together to find common ground. The Alliance is highly effective in forming collaborative efforts that successfully support local governments, watershed and conservation groups, businesses and corporations, community organizations, and residents, in their efforts to improve water quality in the local rivers and streams of the Chesapeake Bay watershed.

WHY THE CHESAPEAKE BAY IS SO CRITICAL

The Chesapeake Bay is the largest estuary in the United States and the 3rd largest in the world. The Bay and its watershed is one of the most productive environments on Earth. It spans 6 states and the District of Columbia. Stretching from New York to Virginia, it encompasses over 100,000 rivers, creeks, and streams.

- More than 18 million people call the Chesapeake region home.
- The Chesapeake Bay is a major economic resource for seafood, tourism, recreation, and real estate with ecosystem services that are values at $107 billion per year and an aesthetic value worth over $38 billion per year.
- Americans take more than 900 million trips to coastal areas annually and spend approximately $44 billion during these trips according to the US Environmental Protection Agency.
- The Bay, its rivers, streams and surrounding forests, lakes, and mountains include 55 National Park Service sites, 15 wildlife refuges, 1,269 public access sites and hundreds of cultural areas that draw millions of people to this region each year.
- The Chesapeake Bay watershed filters over 75% of the drinking water for people in the region.