



2022 ANNUAL MEETING & OYSTER ROAST

*a special celebration of the
50th Anniversary of The Clean Water Act*

SPONSORSHIP DECK

The background image shows the Hardywood West Creek building at dusk. The building is a large, modern structure with a prominent wooden facade. The word "HARDYWOOD" is illuminated in large, white, three-dimensional letters on the front wall. A large, multi-paned window on the right side of the building shows the interior, which is lit up. To the left of the main building, there is a smaller structure with a corrugated metal roof. In the foreground, there is a paved area with some outdoor seating and a few trees. The sky is a mix of blue and purple, indicating twilight.

JAMES RIVER ASSOCIATION'S ANNUAL MEETING & OYSTER ROAST

a celebration of the 50th Anniversary of The Clean Water Act

AN UNFORGETTABLE GATHERING BENEFITING JRA'S VISION TO PROTECT THE JAMES AND CONNECT PEOPLE TO IT. WE WILL GIVE UPDATES ON THE RIVER'S HEALTH, CELEBRATE THE PROGRESS MADE OVER THE PAST FIVE DECADES, SHARE ABOUT OUR WORK AND EXCITING PLANS FOR THE FUTURE.

MONDAY, OCTOBER 17TH AT 5 PM
HARDYWOOD WEST CREEK
820 SANCTUARY TRAIL DRIVE
RICHMOND, VA 23238

INSPIRE

THE CHANGE



WE ARE JAMES RIVER ASSOCIATION!
WE PROTECT THE RIVER AND
CONNECT PEOPLE TO IT BECAUSE WE
BELIEVE IF YOU CHANGE THE JAMES,
THE JAMES WILL CHANGE YOU



CHANGE

THE JAMES

CHANGING THE FUTURE

James River Association's educational programs engaged 13,000 children along the river's watershed in 2021, working with 23 public school systems and eight private schools.

MAKING WAVES

JRA's advocacy team secured \$430 million in state funding for clean water - a single year record - which will support projects that invest in family farms, create infrastructure jobs, and protect the health of the watershed and our James River community.

AWARD WINNING

- Thiess International RiverPrize
- Best Environmental Organization from Blue Ridge Outdoors



“JAMES RIVER ASSOCIATION PROVIDES GREAT OPPORTUNITIES FOR RICHMOND PUBLIC SCHOOLS STUDENTS TO TAKE PART IN MEANINGFUL ENVIRONMENTAL SCIENCE EDUCATION THAT FOCUSES ON THE ISSUES AND RESOURCES WITHIN THEIR CITY. ACCESS TO HIGH IMPACT FIELD EXPERIENCES ON THE RIVER IS A CRUCIAL PIECE OF RPS SCIENCE’S GOALS FOR PLACE-BASED LEARNING”

- **JOSH BEARMAN**

SCIENCE CURRICULUM AND INSTRUCTIONAL SPECIALIST,
RICHMOND PUBLIC SCHOOLS



IT'S SO MUCH MORE
THAN A SPONSORSHIP.
IT'S MAKING A LASTING IMPACT.

13,000 STUDENTS

185 SCHOOLS

39 COUNTIES

1 RIVER



FUNDED

THE FUTURE



BOARD MEMBERS

Dorene Billingsley
Randy Boyd
Tom Cardwell
Pati Cunningham
Wilson Enochs
Andrea Erda
Danna Flaherty
Matt Gottwald
Tom Innes
Gaylon Layfield
Ale Macdonald
Rebekah Martin
Chris McLean
Polly McConnell
Eric McKay
Patrick Moore
Kim Payne
Scott Reed
Bootsie Rogers
Laurie Shin
Albert Spells
Brooke Tiller
Margi Vaughn
Megan Witherspoon

MASTER OF CEREMONIES

Bill Street, JRA CEO

2021 JAMES CHANGER

AWARD WINNERS

Governor Ralph Northam
Virginia Environmental Endowment
10-Year RiverRats
Huguenot High School
Environmental Science Teachers,
Victoria Scott
Patricia Sessions

THE FUTURE OF THE JAMES STARTS

WITH YOU

“The James River is not just an incredible resource for those of us here in Richmond – the watershed belongs to and benefits all Virginians. Few organizations do their part with more focus, attention and enthusiasm than the James River Association.

JRA’s diligent stewardship, careful planning and nonpartisan collaboration positions them well to be the valued leader in the Commonwealth’s plan towards a healthier and more vibrant James River for all.”

– FREDDIE AND LAWRENCE GRAY

“We love the James River. As we watch the tides sweep in and out of the wetlands-rich creek on which we live, the river is never far from our minds. This is just one of the reasons we are longtime supporters of the James River Association. It also educates our younger community members, providing interactive lessons and unique opportunities for students to experience the river firsthand.

The James River deserves our investment, and the James River Association is the place to invest.”

–KATHY AND BRUCE HORNSBY

JRA HAS BEEN FEATURED IN:





YOUR SPONSORSHIP OPPORTUNITIES

\$10,000



MARKETING REACH

SOCIAL MEDIA : 22,647

WEBSITE: 117,670

EMAIL CONTACTS: 11,404

EVENT UNDERWRITING
OPPORTUNITIES (FOOD, BAR)
ARE ALSO AVAILABLE.
REACH OUT TO LEARN MORE!

BROOK SPONSOR

- Brook Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 8 with personalized welcome notes to your guests
- A special gift for each of your guests at their place setting
- Corporate logo and name recognition included on pre/post event e-communications
- One dedicated social media post on JRA page
- Prominent hyperlinked logo on the JRA website
- Corporate name/logo displayed on screen loop during the event

ONLY THREE AVAILABLE

\$15,000

STREAM SPONSOR

- Stream Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 8 with personalized welcome notes
- A special gift for each of your guests at their place setting
- Corporate logo and name recognition included on pre/post event e-communications
- One dedicated social media post
- Prominent hyperlinked logo on website
- Prominent dedicated corporate signage throughout the event
- Corporate name/logo prominently displayed on screen loop during the event
- Special thanks and verbal recognition as Stream Sponsor during stage program

ONLY TWO AVAILABLE

\$25,000

RIVER SPONSOR:

All Stream Sponsor benefits PLUS

- Highlighted mention in the event press release announcing sponsorship
- River Sponsor logo placement and recognition on all event materials
- Dedicated wait staff for your tables
- Branded VIP Reception up to 25 guests - guests chosen by sponsor from event guest list
- Table for corporate collateral material and representative in arrival area
- Special thanks and verbal recognition as River Sponsor during program
- Sponsor representative to present on stage

ONLY ONE AVAILABLE



WE CAN'T WAIT TO INSPIRE
THE FUTURE OF THE JAMES
WITH YOU AT THE ANNUAL
MEETING AND OYSTER ROAST!

To further discuss sponsorship
opportunities, please contact:

KRISTEN ARMSTRONG
215.962.0266
karmstrong@thejamesriver.org