



CORPORATE PARTNERSHIP OPPORTUNITIES



Our Mission

**TO PROTECT THE JAMES RIVER AND
CONNECT PEOPLE TO IT.**

Our Vision

**A FULLY HEALTHY JAMES RIVER,
VALUED BY ALL COMMUNITIES IN
THE WATERSHED.**

Our Belief

**IF YOU CHANGE THE JAMES, THE JAMES WILL
CHANGE YOU.**

Our Approach

Awareness

Ensuring all watershed residents know their connection to the James and their role in protecting it.

Appreciation

Ensuring everyone has a personal connection to the James River and is inspired to do their part

Action

Engaging partners and members to put projects on the ground that protect the James and connect people to it.

Advocacy

Achieving policy changes drive actions needed to protect the James and connect people to it.

YOUR PARTNERSHIP MAKES A DIFFERENCE

Partnering with the James River Association (JRA) is a great way to demonstrate to your clients and customers that you value the health and safety of the James River. Your partnership with JRA will help promote your products and brands because the James touches so many parts of life - with your support you can change the James and the James can change you.

Together we will develop solutions - grounded in conservation science - that benefit both the environment and the economy. Your partnership will help increase hands on environmental education, improve restoration efforts, create awareness, and provide a voice for the river on important policy issues. By investing in JRA's work, you create lasting ripples that reflect the importance of the river to the community and Virginia's commitment to sustainability and resilience.

PARTNERSHIP OPPORTUNITIES

Corporate Partnership: Support JRA's work by investing in initiatives that demonstrates your corporate social responsibility. Your partnership with JRA exhibits your commitment to restoring the health of the river.

Event Sponsorship: Connect with potential customers and clients by sponsoring JRA's signature event, the Annual Oyster Roast.

Cause Marketing: Promote your product or services while supporting the James.

Workplace Giving and Volunteerism: Engage employees through a matching program, workplace giving opportunities, and volunteerism.



Your partnership with JRA helps create more opportunities to educate youth on local ecological issues and the importance of connecting and caring for the James River.



BENEFITS OF PARTNERING WITH JRA

- **Public goodwill:** Your company will establish itself as purpose-driven and socially responsible.
- **Increased trust and brand loyalty:** Your consumers will appreciate buying products or seeking services from a company whose values align with their own.
- **Increased sales:** Consumers are more likely to purchase a product when they know doing so supports a worthy cause, like JRA.
- **Promote to JRA's audience:** JRA promotes our partnerships within our network, creating brand awareness and more consumers for your company.

MARKETING REACH
SOCIAL MEDIA: 25,026
WEBSITE: 120,155
EMAIL: 10,686

CORPORATE PARTNERSHIP OPPORTUNITIES



STURGEON
\$50,000 +



BALD
EAGLE
\$35,000



HERON
\$25,000



MUSSEL
\$15,000



OYSTER
\$10,000



BLUE CRAB
\$5,000



STAFF VOLUNTEER
OPPORTUNITIES



RECOGNITION ON THE
CORPORATE PARTNERSHIP
PAGE



INVITATION TO AND
RECOGNITION AT EVENTS



STUDENT SCHOLARSHIP IN
COMPANY NAME



FEATURED IN JRA
E-NEWSLETTER



STORY FEATURE ON JRA
WEBSITE



A NAMED FELLOWSHIP FOR
AN EDUCATOR



PRESS RELEASE ANNOUNCING
PARTNERSHIP



CORPORATE STAFF OUTING



Corporate benefits and recognition will be tailored and customized for our partners level of interest and engagement. Partnerships greater than \$50,000 may include additional benefits.

To learn more about partnering with JRA, contact: Ashleigh Moody, Director of Development at 804.304.7430 or amood@thejamesriver.org.



JAMES RIVER ASSOCIATION SPONSORSHIP PLEDGE

COMPANY NAME: _____

PRIMARY CONTACT: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE: _____

EMAIL: _____

CORPORATE PARTNERSHIP

- _____ \$50,000 STURGEON
- _____ \$35,000 BALD EAGLE
- _____ \$25,000 HERON
- _____ \$15,000 MUSSEL
- _____ \$10,000 OYSTER
- _____ \$5,000 BLUE CRAB

Check enclosed (made payable to James River Association)

Please send invoice

The balance will be paid (select one): *Annually* *Semi-Annually* *Quarterly installments*
of \$_____ which will begin in _____ (month) of _____ (year)

Please indicate how you would like to be recognized on our contributors list:

Signature _____ *Date* _____

Please return this form to Ashleigh Moody at amoody@thejamesriver.org or by mail to 15 S 17th Street, Ste 100 Richmond, VA 23219.



THEJAMESRIVER.ORG
16 S 17TH STREET
RICHMOND, VA 23219

BOARD OF DIRECTORS

Chair: Andrea Erda

Vice-Chair: T. Gaylon Layfield

Secretary: Margaret S. Vaughn

Treasurer: Danna B. Flaherty

Emilee Adamson

B. Randolph Boyd

Berkley Darr

Joe DeLauria

Thomas Ellington

Alison R. Holt-Fuller

Thomas N. Innes

Rebekah L. Martin

Christopher McLean

Polly P. McConnell

Eric S. McKay

Patrick A. Moore

L. Kimball Payne

F. Scott Reed, Jr.

Anne McCracken Rogers

Laurie L. Shinn

Albert J. Spells

Brooke G. Tiller

Jesse White

Jimmy Whitten

Megan A. Witherspoon

