



50TH ANNIVERSARY GALA

Sponsorship

SATURDAY, MARCH 21ST, 2026
The Foundry at Tredegar, Richmond, VA

The James River Association's 50th Anniversary Gala brings together James River Changers for one unifying purpose, to protect the James River and connect people to it.

For the past 50 years, the James River Association has spearheaded the restoration and protection of this vital resource. Through the dedication of our supporters, the James River has transformed from one of the nation's most polluted rivers into one of the most improved.

Your sponsorship directly supports the work that maintains the health of the James River and its expansive 10,000-square-mile watershed, providing drinking water to over 3 million Virginians as well as commerce, recreation, and sustenance.

We envision a fully restored James River, valued by all communities in the watershed. As we look toward the next 50 years of advocacy, your support is critical in ensuring the river's future.

Join us for an evening of community, conversation, and connection, as we reflect on the first 50 years of the James River Association and prepare for the golden years ahead. Your sponsorship plays a pivotal role in securing a healthier future for the James River.

EVENT HIGHLIGHTS



A memorable evening celebrating 50 impactful years of the JRA & looking ahead to the next 50

An unforgettable setting with sweeping views overlooking the James

Ties formed with fellow conservationists

A regionally sourced dinner & evening-exclusive beverages

Exclusive Live Auction & Raise the Current

Remarks from esteemed community members

A live musical performance

SPONSORSHIP PACKAGES



~~Presenting~~ ~~\$25,000~~

As the Presenting Sponsor, your organization will be the exclusive sponsor of the 50th Anniversary Event and will be recognized as a leader in promoting environmental education, community conservation, watershed restoration, and an advocate for clean water funding.

- Exclusive presenting sponsor recognition in the press release announcing the 50th Anniversary Event
- Premier feature on the event invitation, website, JRA newsletter, e-communications and social media announcements; paid and unpaid marketing announcements
- Opportunities to tailor additional recognition that best aligns with your organization
- Name and logo featured in all event marketing communications and materials at the event
- Two (2) reserved tables at the event for 20 guests
- Invitation to speak at the event, anticipated attendance 300+
- Verbal and visual recognition during the event
- Sponsor name and logo included in pre-event and post-event emails sent to attendees

~~Cocktail Reception~~ ~~\$15,000~~

As the Cocktail Reception Sponsor, your organization will be the exclusive sponsor of the cocktail reception, attended by event guests.

- Exclusive recognition for the Cocktail Reception
- Name and logo featured on event website, event marketing communication and materials at the event
- Two (2) reserved tables at the event for 20 guests
- Invitation to speak at the cocktail reception
- Verbal and visual recognition during the event
- Sponsor name and logo included in pre-event and post-event emails sent to attendees

continued...

SPONSORSHIP PACKAGES



Headwater \$10,000

- Name and logo featured on event website, event marketing communications, and materials at the event
- One (1) reserved table at the event for 10 guests
- Gourmet hors d'oeuvres presentation
- Verbal and visual recognition during the event
- Sponsor name and logo included in pre-event and post-event emails sent to attendees

Tributary \$7,500

- Name featured on event marketing communications, and materials at the event
- One (1) reserved table at the event for 10 guests
- Verbal and visual recognition at the event

Estuary \$5,000

- Name featured on the event website
- One (1) reserved table at the event for 10 guests
- Visual recognition at the event

SPONSORSHIP PACKAGES



💧 Video \$20,000

As the Video Sponsor, your organization will be highlighted during the video presentations at the 50th Anniversary Gala.

- Name and Logo featured in videos at the event, exposure to 350+ attendees
- Name and logo featured on event website, event marketing communication and materials at the event
- Two (2) tickets to the gala
- Opportunities to tailor additional recognition that best aligns with your organization
- Verbal and visual recognition during the event
- Sponsor name and logo included in pre-event and post-event emails sent to attendees

💧 James Changer Cocktail \$15,000

Sponsor our James Changer Cocktail station during the cocktail hour and as a beverage option throughout the evening.

- Opportunity to design a vodka-based custom cocktail, crafted by our event mixologist
- Custom glassware featuring company logo
- Name and logo signage at the bar
- Name and logo featured on event website, event marketing communications, and materials at the event
- Two (2) tickets to the gala
- Sponsor name and logo included in pre-event and post-event emails sent to attendees

💧 Entertainment \$10,000

Our Entertainment Sponsor keeps the energy flowing by supporting the musical performance during cocktail hour & audio visual needs throughout the evening.

- Sign with name and logo featured during the cocktail hour, exposure to 350+ attendees
- Name and logo featured on event website, event marketing communication and materials at the event
- Two (2) tickets to the gala
- Verbal and visual recognition during the event
- Sponsor name and logo included in pre-event and post-event emails sent to attendees

The James River Association's

50TH ANNIVERSARY GALA

Sponsorship Registration

Sponsor/Business Name	
Name as you would like it to appear in print media	
Sponsorship Level	
Contact Name	
Email Address	
Phone Number	
Website	
Address	Street: _____ City: _____ State/Province: _____ Zip/Postal Code: _____
How did you hear about this event?	

Payment	<input type="checkbox"/> Check enclosed <input type="checkbox"/> Prefer to be invoiced <input type="checkbox"/> Credit Card (see below)
Credit Card Type	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER <input type="checkbox"/> Other (Please Specify) _____
Credit Card Details	CC Number: _____ Expiration Date: _____ Name on Card: _____
Total amount to be charged	\$
Signature of Cardholder	

Please return this form with appropriate payment to:
 Development Office, James River Association
 16 S. 17th Street, Suite 100, Richmond, VA 23219



CONTACT

Who	Britt Kendrick, Donor Engagement Manager
Phone	804.704.4368
Email	bkendrick@thejamesriver.org
Website	www.thejamesriver.org