



Charles River Watershed Association



2024 PARTNERSHIP



FROM DIRTY WATER TO A CLEAN CHARLES

OUR MISSION

We protect, restore, and enhance the Charles River and its watershed through science, advocacy, and the law. We develop science-based strategies to increase resilience, protect public health, and promote environmental equity as we confront a changing climate.

OUR PROGRAMS



Climate Resilience

Advocating for nature-based solutions, climate-smart development, and regional adaptation efforts to protect our communities from the impacts of climate change.



River Science

Collecting robust water quality data to understand our river, advocate for effective cleanup and restoration strategies, and protect public health.



Outreach & Education

Informing and supporting community members to advocate for laws, policies, and behaviors that build community resilience and promote well-being for all.



Stormwater Solutions

Curbing stormwater pollution with green infrastructure solutions and stronger stormwater regulations for a clean, resilient Charles River.



River Restoration

Removing defunct dams, tackling invasive species, daylighting streams, and more to restore natural ecology and build climate resilience.

Join a legacy of environmental leadership in New England.

Since 1965, CRWA has guided the transformation of our river from the “Dirty Water” of the past – rife with industrial pollution, sewage, trash, and even cars – to the Charles River we know and love today: one of the cleanest, most celebrated urban rivers in the country.

Clean is not an end-point, it’s a verb. And it’s still our unwavering mission.

Today, the Charles River is once again a living river – but the work is far from over. New challenges have emerged that threaten to undermine our progress: climate change, stormwater pollution, and addressing environmental injustice. But we are rising to meet the moment – taking a regional approach to climate solutions, working with nature rather than against it with nature-based solutions, and centering environmental justice – to ensure the collective flourishing of our watershed and all who call it home.

Join CRWA’s 150 corporate partners, 900+ members, 3,000+ volunteers, and a legacy of nearly sixty years of focused science and advocacy to deliver a clean, resilient Charles River Watershed for generations to come.



YOUR WATERSHED AT WORK

Charles River Watershed Association

Corporate Sponsorship Opportunities



**Protecting the Charles River Watershed is an urgent and collective effort;
CRWA works to restore the watershed communities in which we live, work, and recreate.
Together, we're keepin' it clean!**

Annual Meeting

March 27

CRWA members and watershed communities convene for a programmatic update and celebration of advocates and volunteers whose dedicated environmental work helps protect and preserve the Charles River.

Earth Day Clean-Up 25th Anniversary

April 19-20

3,000+ volunteers pick up litter, remove invasive species and assist with park maintenance along all 80 miles of the Charles River.

Run of the Charles

April 27

Returning for its 40th year, Run of the Charles is New England's largest flat-bottomed boat race. Join hundreds of paddlers and spectators for an exciting day on the Charles!

Invasives Removal

Seasonal

Bring your team out on the river! Remove invasive water chestnuts, vining bittersweet, and more to restore the river ecosystem and support biodiversity in the watershed.

Champions of the Charles Gala

September

Join Boston's top environmental leaders to celebrate the champions of the Charles River who have made it a priority to advocate and create change on behalf of the river and its watershed communities.

Collaborative Partnership

Ongoing

Create a custom partnership with CRWA. These partnerships have included funding a program or project, collaborating on an event or volunteer opportunity, employee engagement opportunities, and more.

Interested in learning more about partnering with CRWA?
Contact Emily Reiling at ereiling@crwa.org



25th Annual Earth Day Charles River Cleanup

GROUP RATES & SPONSORSHIP BENEFITS



3,000 VOLUNTEERS ~ 150 BUSINESSES ~ JOIN US!

By partnering with CRWA as a Cleanup Sponsor on this special 25th anniversary year, your company has the opportunity to highlight your dedication to the environment and the health and safety of your local community. Join a legacy of 12,000+ volunteers and 150+ corporate partners who share a vision for a fully restored, protected, and resilient Charles River watershed.

SPONSOR BENEFITS

- Company name and logo listed as a 2024 Cleanup Sponsor in CRWA's April e-newsletter, the River Current
- Company name and logo listed on Cleanup promotional materials, including Cleanup Webpage
- Cleanup sponsor announcement on two CRWA social media posts

Groups of 40-50
\$10,000

Groups of 30-39
\$8,000

Groups of 20-29
\$6,000

Groups of 10-19
\$4,000

Groups up to 10
\$2,000



EARLY BIRD DISCOUNT

Companies that register between February 1st - 15 will receive a \$500 discount

Questions about Corporate Rates & Sponsorship?

Contact Emily Reiling, Development Manager at ereiling@crwa.org

Questions about Cleanup Sites & Registration?

Contact Ryan Smith, Volunteer & Outreach Coordinator at rsmith@crwa.org





RUN OF THE CHARLES



Boston's Premier Paddling Race
APRIL 27, 2024

4 COURSES ~ 40 YEARS ~ FOR THE CHARLES

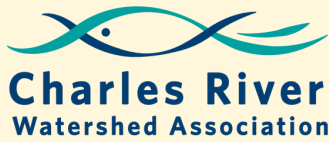
Join CRWA for the 40th Run of the Charles paddling race at DCR's Artesani/Herter Park, featuring live music, family paddling races, food trucks, and more! Over 1,200 canoe and kayak enthusiasts from throughout the US and Canada compete in races, including the 14-Mile Relay Race, and 9-, 6-, and 3-mile races.



CRWA believes in celebrating recreation on the Charles River and bringing communities together to support the protection, health, and resiliency of Boston's greatest natural treasure. Run of the Charles is an exciting day on the river for team building, celebrating a commitment to a clean Charles, and creating positive impact for our environment locally.

Races begin in Brighton and Newton, running through towns including Watertown, Waltham, and Cambridge. All races will finish at Herter/Artesani Park in Brighton. 2,000+ spectators line the riverbanks to watch the Run of the Charles and enjoy finish line festivities. All skill levels, from beginner to expert, are welcome.





Boston's Premier Paddling Race

SPONSORSHIP OPPORTUNITIES

Exclusive

SPONSOR BENEFITS*

- Logo and listing on all Run of the Charles press, event, and promotional materials
- Full page ad in virtual racebook and e-blast
- Custom, prominent signage featuring company branding
- Feature in CRWA's April e-newsletter, the River Current
- Sponsor announcement read at awards ceremony
- Charles River Earth Day Cleanup Dual Sponsorship for one group up to 30 volunteers
- Opportunity to distribute promotional materials to ROTC participants and spectators
- Reserved spaces for 3 team tents at the finish line in preferred locations

PRESENTING

\$50,000

Race entry: 10 teams

RELAY RACE

\$15,000

Race entry: 8 teams

9-MILE RACE

\$10,000

Race entry: 6 teams

6-MILE RACE

\$10,000

Race entry: 6 teams

3-MILE RACE

\$10,000

Race entry: 6 teams

Unlimited

SPONSOR BENEFITS*

- Logo and listing on Run of the Charles event website and materials
- Company name and logo included in virtual racebook
- Company name and logo in CRWA's April e-newsletter, the River Current
- 1 reserved space for team tents at the finish line

River Hero

\$5,000

Race entry: 3 teams

River Advocate

\$3,000

Race entry: 2 teams

River Supporter

\$1,500

Race entry: 1 team

Interested in bringing your teams to Run of the Charles AND the 25th Annual Earth Day Cleanup?

Email Emily Reiling at ereiling@crwa.org

Relay teams consist of 5-10 paddlers, ages 12+. Option to substitute individual entries is available.

*To receive full sponsorship benefits as described, sponsors must confirm and provide marketing collateral by 3/15.

OUR ACHIEVEMENTS!



2022: Landmark EPA Decision to Regulate Stormwater Runoff

After years of advocacy by CRWA and Conservation Law Foundation—and a threat of litigation—the U.S. EPA announced a new stormwater permit program for previously unregulated large commercial, industrial, and institutional property owners, which will reduce the volume of stormwater runoff—and phosphorus pollution—entering the Charles, Mystic, and Neponset Rivers.

2019: Strengthened Clean Water Protections in the MS4 Permit

Reached a settlement with the U.S. EPA to strengthen stormwater regulations in the Massachusetts Municipal Separate Storm Sewer System (MS4) general permit.

2019: Established the Charles River Climate Compact

The Charles River Climate Compact is a coalition of Charles River watershed cities and towns working together to share information and to design and build projects to mitigate flooding and build climate resilience.



2016: Removal of the Old Mill Dam in Bellingham

CRWA partnered with the Town of Bellingham to successfully remove the aging defunct “significant hazard potential” Old Mill Dam a.k.a. Caryville Dam in Bellingham, MA. The dam removal opened up the Charles River to three tributaries, including Mine Brook.

2016: Recognized by American Rivers

National recognition of the Annual Earth Day Charles River Cleanup from American Rivers for the last four consecutive years: Most Pounds of Trash Collected and Most Volunteers Mobilized.



2014: Improved Public Water Supply Conservation

New requirements in the issuance of public water supply permits taking conservation into account.

2013: Completed Guidelines for Boston

Helped draft Boston’s Complete Streets Guidelines for greening city streets and achieving stormwater reduction targets.

2011: Won Thies International Riverprize

CRWA was awarded the prestigious Thies International Riverprize for visionary and sustainable excellence in river management.

2006: Protection for the American Shad

Introduction of the American Shad Restoration Program and the return of the American Shad to the Charles River.



2005: Breaching of Bleachery Dam

CRWA partnered with the Division of Marine Fisheries and the Department of Conservation and Recreation (DCR) to partially breach Bleachery Dam to allow for greater fish passage. Ultimately we hope to work with partners to fully remove the dam and restore the flow of the river.

OUR ACHIEVEMENTS!

2005: Developed Lower Charles River Basin Nutrient TMDL

CRWA developed the “total maximum daily load” (TMDL) for nutrients in the Lower Basin, which laid the groundwork for EPA’s limits on stormwater discharges to the Charles in the Municipal Separate Storm Sewer System permit, determined that industrial, commercial, high-density residential, and institutional properties are the most significant sources of phosphorus to the river (forming the basis for U.S. EPA’s 2022 decision to implement a new permit program to control stormwater runoff from those properties).

1995: Conducted IM3 Study

CRWA conducts Integrated Monitoring, Modeling, and Management (IM3) study with support from U.S. EPA, the Massachusetts Water Resources Authority, and others. IM3 examined sources of pollution, modeled water quality impacts, and led to an integrated long-term management plan for the watershed.

1994: Reduced Sewage Releases

Establishment of the Massachusetts Water Resource Authority Long-Term Combined Sewer Overflow Plan, to reduce sewage released into the river during storms. Thanks to suggestions from CRWA, the innovative engineering solution MWRA ultimately chose reduced sewage releases over 99% and saved ratepayers hundreds of millions of dollars.

1995: Established Volunteer Monthly Monitor Program

Since 1995, CRWA’s Volunteer Monthly Monitoring (VMM) Program has been the backbone of our work. With over 80 volunteers taking monthly water samples at 35 locations on the Charles River for 25 years, CRWA has the most extensive water quality dataset for the Charles River.

1991: Zakim Bridge Construction

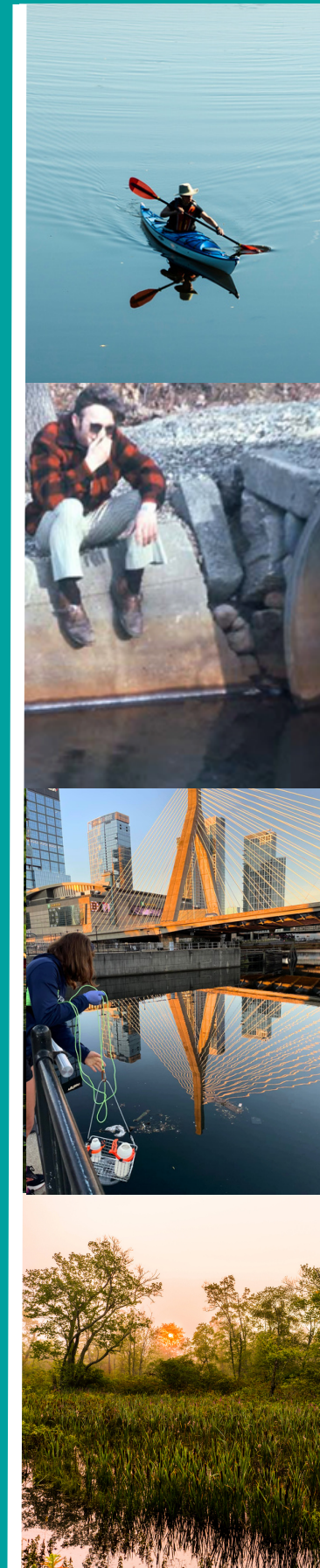
CRWA played a central role in the construction of the elegant Zakim Bridge rather than the much-derided "Scheme Z" for the Charles River crossing portion of the Big Dig. In 1990 a Boston Globe columnist described Scheme Z as a "grotesque monstrosity... It will be the single ugliest structure in New England: up to 18 lanes wide and nine stories high, it will be a low, dark roof over the Charles." CRWA and the City of Cambridge filed suit against the state, which led to the creation of a Bridge Design Review Committee, which CRWA served on, and which led to the choice of architect Christian Menn who proposed the Zakim design.

1974: Convinced MDC to Not Rebuild Bemis Dam

After the Bemis (a.k.a. Nonantum) dam breached in 1954 the Metropolitan District Commission (MDC) (precursor to DCR) decided to purchase and rebuild the dam. After deliberations in 1974 CRWA in partnership with the Newton Conservation Commission convinced the MDC that the dam should not be rebuilt to promote fish and wildlife passage.

1974: Created the Natural Valley Storage Area

Creation of the Natural Valley Storage Area (NVSA); 8,000 acres of protected wetlands prevent downstream flooding, provide extensive natural habitat, replenish water supplies, and filter out pollutants from entering the Charles.

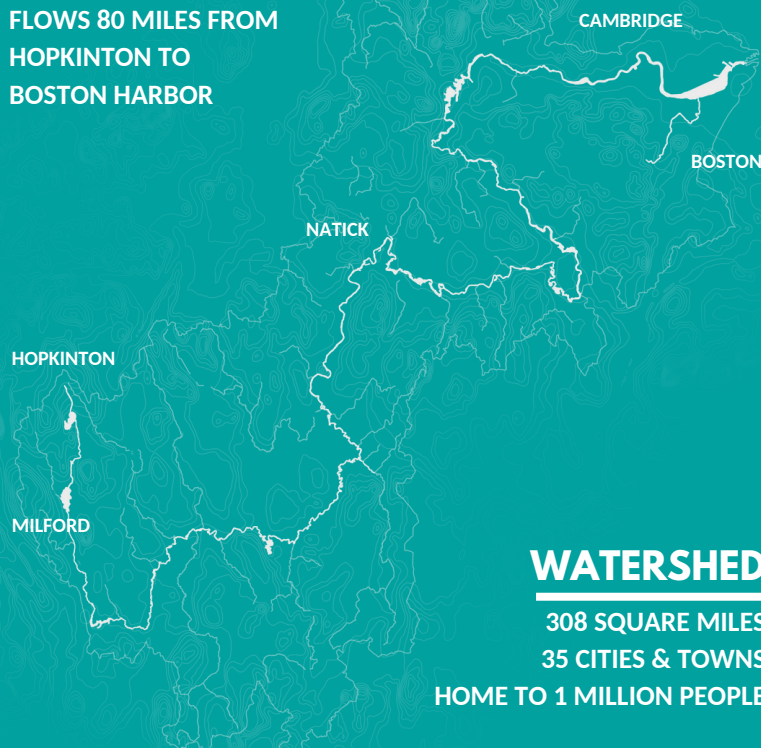


WILL YOU JOIN US? TOGETHER, WE'RE KEEPIN IT CLEAN!



THE RIVER THAT CONNECTS US

FLOWS 80 MILES FROM
HOPKINTON TO
BOSTON HARBOR



WATERSHED

308 SQUARE MILES
35 CITIES & TOWNS
HOME TO 1 MILLION PEOPLE

SPONSORSHIP REACH



4.4K Visits/Month



12.6K Newsletter Subscribers



3.2K Followers



2.1K Followers



2.7K Followers



1.4K Followers


Charles River
Watershed Association

41 West Street, Floor 8,
Boston, MA 02111
617.540.5650 | charles@crwa.org
www.crwa.org