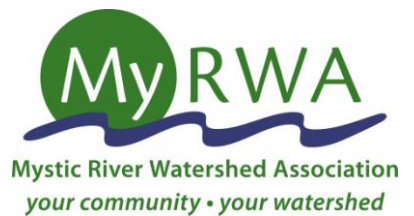


## 16<sup>th</sup> Annual Mystic River Herring Run and Paddle

May 20, 2012 · Somerville, MA

[www.MysticRiver.org](http://www.MysticRiver.org)



## ABOUT THE MYSTIC RIVER HERRING RUN AND PADDLE

### The 16<sup>th</sup> Annual Mystic River Herring Run and Paddle

The annual *Mystic River Herring Run and Paddle* is a major fundraiser for the Mystic River Watershed Association (MyRWA), consisting of a 5K run/walk and a 3, 9 or 12 mile paddling race. The event includes music, food and educational exhibits. The *Herring Run and Paddle* engages the public in an outdoor, recreation-focused setting while providing education about water quality conditions and celebrating the return of the herring to the Mystic.

### Who attends the Mystic River Herring Run and Paddle?

Paddlers, runners, walkers, outdoor enthusiasts, and the general public turn out for this fun event – over 300 of them! Whether you're involved in sports and recreation or are a proud vendor targeting communities around the Mystic River and Lakes, this is a great event for you. Leading up to the event, mailings, newsletters, and emails reach over 3,000 engaged citizens while newspaper articles and other public relations efforts reach residents in Medford, Malden, Somerville, Arlington, Everett, Winchester, and other communities in the Watershed.



### Who is the Mystic River Watershed Association?

The Mystic River Watershed Association (MyRWA) was incorporated in 1972 with a mission to protect and restore the Mystic River, its tributaries and watershed lands for the benefit of present and future generations and to celebrate the value, importance and great beauty of these natural resources. With its unique position as a watershed-wide advocate and its meticulous water quality data and record-keeping, MyRWA steadfastly works with state and federal agencies on a myriad of challenges ranging from cyanobacteria outbreaks to invasive species proliferation to sewage overflows and river cleanups. The *Herring Run and Paddle* is our biggest and favorite annual event as it brings people to the River and Lakes, allowing them to experience the great beauty of the Mystic. "I've lived in Medford for 45 years. I've paddled around the globe and I've never been on the Mystic River until today," said a kayaker at last year's *Herring Run and Paddle*.



### About the Mystic River Watershed

At nearly 76 square miles, the Mystic River Watershed is home to more than one half million residents in 22 Massachusetts communities. From the headwaters of the Aberjona River in Reading to where the Mystic River flows into Boston Harbor between Charlestown and East Boston, the Mystic River Watershed unites a diverse population and offers a variety of opportunities for recreation, wildlife viewing and exercise.



*Serving Twenty-Two Communities*

Arlington Belmont Burlington Cambridge Charlestown Chelsea East Boston Everett Lexington Malden Medford  
Melrose Reading Revere Somerville Stoneham Wakefield Watertown Wilmington Winchester Winthrop Woburn

20 Academy Street, Suite 306 · Arlington, MA · 02476-6401 · (781) 316-3438 · [www.MysticRiver.org](http://www.MysticRiver.org)



## **2012 Mystic River Herring Run and Paddle Sponsorship Levels**

*Sunday, May 20, 2012*

<b>Includes:</b>	<b>Title Sponsor \$1,000</b>	<b>Platinum Sponsor \$500</b>	<b>Gold Sponsor \$250</b>	<b>Prizes &amp; In-Kind Donations* \$100 (+/-)</b>
Recognition in public relations media	X	X		
Banner at finish line	<i>X (sponsor provided)</i>			
Logo on T-shirts (Deadline April 1st)	X - Logo given premiere placement	X		
On-site presence, exhibit/booth space on race day	X			
Newsletter (printed and electronic)	Name/logo	Name/logo	Name	Name
Race day booklet	Name/logo	Name/logo	Name	Name
Acknowledged publically at race	X	X	X	
Race website	Name/logo, paragraph, hyperlink	Name/logo, hyperlink	Name, hyperlink	X
Complimentary race registrations	10	6	2	
Category Exclusivity	X			

\*Prizes could include merchandise, gift certificates/cards, collector's items, and tickets; In-Kind Donations include printing services, food and beverages, signs, performances.

- *Donations of any amount are truly appreciated.*
- *Sponsor a youth running team-* Call Beth MacBlane for more information, 781-316-3438.
- Category exclusivity is offered on a first-response basis.
- The value of in-kind sponsorships (awards, prizes, food, etc.) will determine the level of sponsorship.
- The basic sponsorship levels are described above, but allowances can be made to customize sponsorships to fit your company's objectives.

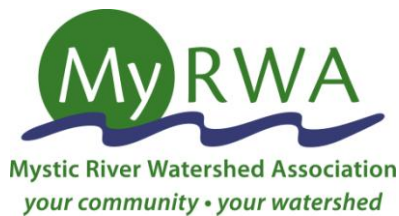
**For more information on sponsorship, please contact:**

Beth MacBlane, 781-316-3438, [Beth@MysticRiver.org](mailto:Beth@MysticRiver.org)

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## SPONSOR AGREEMENT

Please check your sponsorship package or other donation amount:

- Title Sponsor, \$1,000
- Platinum Sponsor, \$500
- Gold Sponsor, \$250
- Other donation amount of \$ \_\_\_\_\_

**Sponsorship deadline is May 1st!**

### Sponsor Profile

Please submit this information as you would like it to appear in the race day booklet and as otherwise specified in your sponsorship package:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### Method of Payment

- Check made payable to the Mystic River Watershed Association is enclosed.
- Donation made online at [www.MysticRiver.org](http://www.MysticRiver.org) (through *Network for Good* or *PayPal*)

The Mystic River Watershed Association is a non-profit 501(c)3 organization. Contributions are tax-deductible to the full extent allowed by law.

Mail payment and completed form to: Mystic River Watershed Association  
Attn: Beth MacBlane  
20 Academy Street, Suite 306  
Arlington, MA 02476



**Thank you for supporting the Mystic River Herring Run and Paddle.**