

## **Extreme Stream Makeover: Blackwater Creek Watershed**

The James River Association is conducting a new and exciting approach to local stream restoration, which will contribute to the overall effort to protect the James River. Patterned after the successful television program, *Extreme Makeover: Home Edition*, the project will focus the collective efforts of the local community, businesses, schools and government agencies to restore a degraded stream through a week of intense restoration activities. The *2009 Extreme Stream Makeover* will target the Blackwater Creek Watershed in Bedford and Campbell Counties as well as the City of Lynchburg.

During the week of October 19-24, hundreds of volunteers will engage in a host of projects to address significant threats to the watershed, including trash removal, invasive species control, tree planting along the creeks, stabilizing stream banks, installing rain barrels to reduce stormwater runoff, building rain gardens to treat stormwater and retrofitting old stormwater facilities for enhanced water treatment.

Each day, approximately 100 volunteers will be divided into groups and trained for a specific task to complete at a given site. An educational component will accompany each facet of the restoration project to convey the importance of individual responsibility for the environment. Daily progress reports will be provided to local media outlets, including print, radio and television.

The *Extreme Stream Makeover* is an excellent opportunity to show support for environmental issues, involve employees and volunteers in hands-on restoration projects and be part of an exciting high-profile community event. JRA hopes to use the Extreme Stream Makeover not only to improve the creeks in the Blackwater Creek Watershed, but also to demonstrate how similar efforts can be conducted throughout Virginia.

For more information on becoming an *Extreme Stream Makeover* sponsor, please contact Colleen Messick at 804-788-8811 ext 207 or [cmessick@jrva.org](mailto:cmessick@jrva.org).

### **Sponsorship Opportunities for Cash Gifts or Gifts-In-Kind (Deadline: August 31, 2009)**

#### **Event Sponsor \_\_\_\_\_ \$20,000**

- Business logo included prominently on all media materials, directional signage and event banners
- Business name listed on volunteer t-shirts
- Business logo included in thank you advertisement in *Richmond Times Dispatch* Business Section
- Invitation to celebrate the culmination of the project with state and county officials
- Special opportunity for employees to participate during *Extreme Stream Makeover* week.
- Lunch and watershed educational program provided to corporate sponsor volunteers for the day
- Name read from podium during opening and closing ceremonies
- Listed on JRA website and in Annual Report
- Special Recognition gift

#### **Contributing Sponsor \_\_\_\_\_ \$10,000**

- Business name listed on all media materials, directional signage, event banners and volunteer t-shirts
- Business name included in thank you advertisement in *Richmond Times Dispatch* Business Section
- Lunch and watershed educational program provided to corporate sponsor volunteers for the day
- Name read from podium during opening and closing ceremonies
- Listed in JRA Annual Report and on website

#### **Day Sponsor \_\_\_\_\_ \$5,000**

- Business name listed on all media materials, signs, banners and volunteer t-shirts
- Lunch and watershed educational program provided to corporate sponsor volunteers for the day
- Name read from podium during opening and closing ceremonies
- Listed in JRA Annual Report and on website

#### **Supporting Sponsor \_\_\_\_\_ \$1,000**

- Business name listed on directional signage and volunteer t-shirts