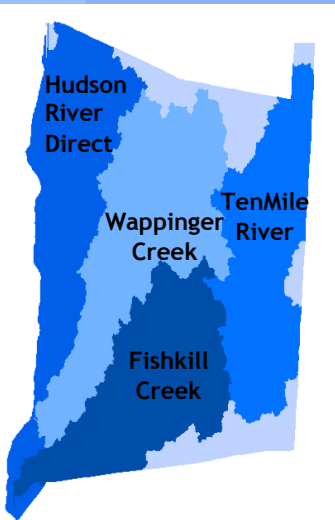


What is a watershed?

Every one of us lives within a watershed, whether we live on a rural farm in Pine Plains, a suburban home in the Town of La Grange, or in an urban apartment in the City of Poughkeepsie.

Watersheds are an area of land in which all of the water (rain, snow, sleet, etc.) that falls onto that land drains into a single waterbody, often a stream or river.



The map shows the 4 major watersheds located within Dutchess County, NY. Watershed boundaries do not end at municipal boundaries as several of Dutchess County's watersheds extend into neighboring counties and communities.

Why are watersheds important?

Healthy watersheds can provide many important and essential functions to the surrounding landscape including:

- Reduce stream erosion
- Decrease sedimentation
- Provide natural habitat
- Create recreational value such as fishing, swimming, boating, etc.
- Enhance the beauty of the area

Dutchess Watershed Coalition

The mission of the Dutchess Watershed Coalition is to promote awareness and active participation of the community in the stewardship of the land and water resources of Dutchess County through educational and recreational events.

Member organizations of the Coalition include:

- Casperkill Watershed Alliance
- Clearwater
- Cornell Cooperative Extension Dutchess County
- Fall Kill Watershed Committee
- Fishkill Creek Watershed Association
- Friends of the Great Swamp
- Housatonic Valley Association
- NYS DEC Hudson River Estuary Program
- Stream Alliance of Northern Dutchess
- Ralph T. Waterman Bird Club
- Wappinger Creek Watershed Intermunicipal Council

If sponsorship is not an option but you are still interested in helping out...

Volunteer at a watershed event being hosted near you or organize your own clean-up! For more information on how to become involved, visit <http://dutchesswam.com> or contact Carolyn Klocker, CCEDC Sr. Water Resource Educator, cak97@cornell.edu or 845-677-8223, ext. 135.

Cornell Cooperative Extension Dutchess County provides equal program and employment opportunities.

Programs provided by this agency are partially funded by monies received from the County of Dutchess.

Dutchess Watershed Awareness Month

~ July 2012 ~

Sponsorship Opportunity



The Dutchess Watershed Coalition

A series of county-wide community outreach events based on watershed awareness in Dutchess County.



Cornell University
Cooperative Extension
Dutchess County



The Dutchess
Watershed Coalition

Dutchess Watershed Awareness Month (WAM) is a series of events and activities with the goal of educating the community about the valuable land and water resources in Dutchess County and how to protect them. Events include watershed and stream cleanups, guided nature walks, canoe and kayak trips, lectures, festivals and much more.

When: throughout the month of July

Where: municipalities throughout Dutchess County

All WAM events provide family-friendly activities related to watersheds and are aimed at increasing public awareness of watershed issues.



How You Can Help:

We are looking for sponsors that will help defray some of the cost and/or promote our events. Please consider donating at the following levels:

- Watershed Sponsor - \$5,000
- River Sponsor - \$2,500
- Tributary Sponsor - \$1,000
- Creek Sponsor - \$500
- Wetland Sponsor - \$250
- Pond Sponsor - \$100

Possible in-kind donations include: trash bags, gloves, food and beverages, trash removal services, T-shirts, banners, etc. We also accept individual donations of any amount.



How to Donate:

Fill out the sponsorship form provided with this pamphlet and return to:

Cornell Cooperative Extension Dutchess County
 Attn: Dutchess Watershed Awareness Month
 2715 Route 44
 Millbrook, NY 12545



Questions?:

If you have any questions related to WAM and/or WAM sponsorship, contact Carolyn Klocker, CCEDC Sr. Water Resource Educator at cak97@cornell.edu or 845-677-8223, ext. 135.



Benefits To Your Company:

All sponsors will receive acknowledgment and/or advertising in the Dutchess Watersheds event booklet (provided at all events, at least 1000 copies total). The level of sponsorship will determine the amount of advertising:

- Watershed Sponsor- 2 page ad
- River Sponsor- 1 page ad
- Tributary Sponsor - ½ page ad
- Creek Sponsor - ¼ page ad
- Wetland Sponsor – Company Logo
- Pond Sponsor and In-Kind donations will be acknowledged in a list.

All levels of donation include acknowledgment as a sponsor on the Cornell Cooperative Extension Dutchess County (CCEDC) website (<http://ccedutchess.org>) and acknowledgment on the Dutchess Watershed Awareness Month website (<http://dutchesswam.com>.) Your company will also be thanked in a 1/8 page print ad in the *Poughkeepsie Journal*. T-shirts advertising sponsors and commemorating the event, and banners advertising sponsors at 5 or more event locations throughout the County will be created, conditional upon securing appropriate levels of funding.

