

Four Rivers Watershed Watch
Public Education and Stream Monitoring Support for 2016

About Us

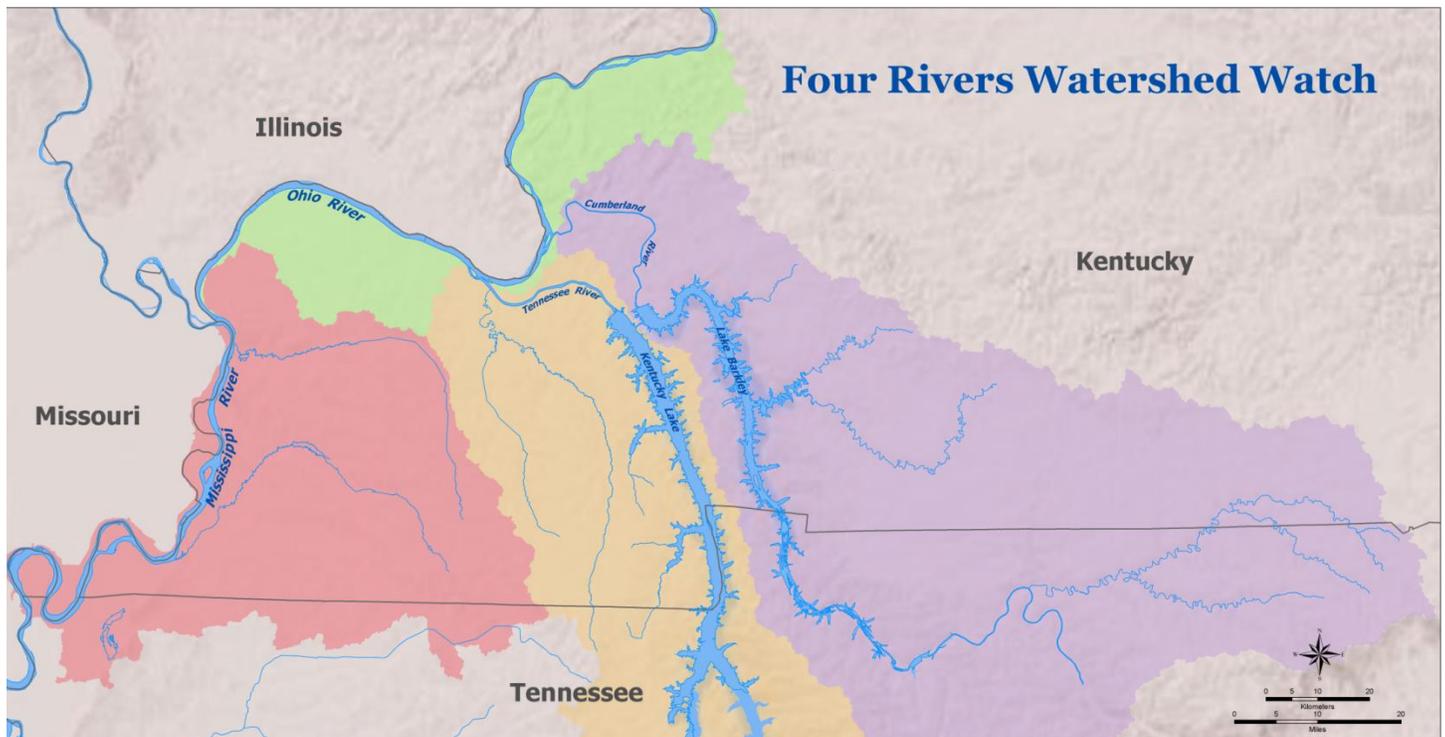
Four Rivers Watershed Watch was started in 1997 as a group of volunteers to conduct water quality surveys on streams, rivers, and lakes in the Four Rivers Region of Kentucky. It has since grown into an enormous educational program that encourages all individuals to know about their waterways, since the condition of our streams and rivers is an indicator of the health of our water and communities. Through our efforts, we provide citizens with the training necessary to scientifically explore and provide a snapshot of their own stream quality. The data collected by our volunteers is used to help develop plans to enhance the streams for fishing, swimming, wildlife habitat and drinking water supply.

Our goals are to educate the public about the value of clean water and the importance of our waterways; to get the public into the water and in touch with their environment; and to promote cooperation among citizens, educators and agencies to keep our waterways clean and identify where specific sites are in need of further investigation.

The Four Rivers Region includes the parts of the Lower Cumberland River basin, Lower Ohio River Basin, the Tennessee River Basin and the Mississippi River Basin in the following counties:

Kentucky Counties: Ballard, Caldwell, Calloway, Carlisle, Christian, Crittenden, Fulton, Graves, Hickman, Livingston, Logan, Lyon, Marshall, McCracken, Simpson, Trigg, and Todd

Tennessee Counties: Henry, Montgomery, Robertson and Stewart



About this project

Sampling volunteers conduct biological and habitat assessments and collect water samples for lab analysis from 100 sites across 20 counties in Western Kentucky and Tennessee. Habitat and biological assessments are conducted once per year, and water samples are collected three times per year: in May for bacteria and atrazine, in July for bacteria, and in September for total phosphorus. **Bacteria or pathogen** levels are measured by testing for an indicator bacterium, E. coli. E. coli is commonly found in the intestines of humans and animals. The presence of this bacterium indicates fecal contamination and the potential for waterborne disease. Sources may include failing septic systems, leaking sewer lines, livestock manure, and pet and wildlife wastes. High pathogen levels can cause excessive nutrients in the stream and human health issues. **Atrazine** is a selective triazine herbicide used to control broadleaf and grassy weeds in corn and sorghum- primarily, and is one of the most widely used herbicides in the United States. Atrazine may be released to the environment in wastewater from manufacturing facilities and through its use as an herbicide. **Phosphorus** is one of the key elements necessary for life. However, when overly abundant, phosphorus can lead to increased algae growth. As the algae dies off, crucial oxygen supplies are consumed, making it difficult for fish and other aquatic animals to survive. Possible sources of phosphorus in streams include sewage, feed lot runoff, animal wastes (manure), runoff from fertilized agricultural fields and lawns, and discharges from car exhausts. A team of science advisors evaluates data that is collected by volunteers, and identifies areas that are in need of further investigation. All data collected is given to the Kentucky Division of Water for their evaluation.

In November of each year, an Annual Conference is held. At this conference, volunteers are presented with data from across the region. Science advisors also work with volunteers to help them understand their results and give volunteers the background needed to effectively communicate their results to other in their communities.

Volunteer sampling efforts have led to further investigations on numerous different occasions. Due to volunteer sampling efforts in the Damon Creek Watershed in Calloway County that identified elevated levels of bacteria, a \$345,738 watershed planning project has been undertaken that will further identify the sources of bacteria and offer funds to landowners to implement projects that will reduce bacteria. Due to volunteer sampling efforts in the Chestnut Creek Watershed in Marshall County that identified elevated levels of bacteria, a \$208,333 watershed planning project has been completed that has identified several sources of pollution in Chestnut Creek, and a \$269,167 implementation project is now underway to work with landowners in the watershed to implement solutions that will address these sources of pollution.

In addition to our core sampling efforts, Four Rivers Watershed Watch volunteers provide a tremendous amount of outreach in our project area concerning the importance of our water resources. In 2015, volunteers from Four Rivers Watershed Watch participated in 16 different educational events, providing information about our organization, water quality and stream health. This included 14 different events that targeted youth, growing the population of future water advocates in an effort to protect our water resources for years to come.

Sponsorship Benefits for Your Organization

As a sponsor of this project, you have the opportunity to show the local community how your organization values the environment and our water resources. Your organization will be assisting us with educating our communities about the importance of our water resources, hopefully impacting change in terms of the protection of these resources for years to come. In 2015, volunteers donated over 2,000 hours of their time participating in this program because they see the amazing value of our water resources. Our annual budget totals approximately \$5,000, with the bulk of that money being spent on laboratory fees for sample analyses. Help us continue this program and show our volunteers the value you place on their efforts!

Any donation made to Four Rivers Watershed will be a tax deductible investment from your organization under the Internal Revenue Code. A receipt for your donation will be provided. Any financial assistance your organization can provide towards this project would be greatly appreciated.

2016 Sponsorship Levels

Prime Key Sponsorship

1 available - \$3,000

The success of this project depends on the generosity of our sponsors. Be the title sponsor of the Four Rivers Watershed Watch in 2016, making this wonderful project possible for both the education of our citizens and protection of our valuable water resources. In return, you will receive the following benefits:

- ✓ Company name and logo on all promotional materials, including handouts and packets developed for different events
- ✓ Company sponsorship recognition on signage developed for various events
- ✓ Sponsorship recognition during volunteer training events
- ✓ Sponsorship recognition in newspaper articles and public service announcements used to recruit new volunteers
- ✓ Exclusive sponsorship of the Annual Conference
- ✓ Company sponsorship recognition of the front of the Annual Conference program
- ✓ 1 exhibit space at the Annual Conference (with opportunity to sell products)
- ✓ 1 page ad in the Annual Conference program
- ✓ 1 table at the Annual Conference with meals provided for 8 guests
- ✓ Company logo on our website with recognition as our key sponsor for 2016
- ✓ Organizational membership in the Jackson Purchase Foundation for the 2016-2017 year, our fiscal agent
- ✓ Recognition at the Jackson Purchase Foundation board of directors meeting as the top sponsor of Four Rivers Watershed Watch with amount of sponsorship
- ✓ Recognition in the Jackson Purchase Foundation Annual Report as the top sponsor for Four Rivers Watershed with the amount of sponsorship

Executive Level Sponsorship

2 available - \$1,500

Get your name out there by sponsoring and receive the following benefits:

- ✓ Company name and logo on all promotional materials, including handouts and packets developed for different events
- ✓ Company sponsorship recognition on signage developed for various events
- ✓ Sponsorship recognition during volunteer training events
- ✓ Sponsorship recognition in newspaper articles and public service announcements used to recruit new volunteers
- ✓ 1 exhibit space at the Annual Conference (with opportunity to sell products)
- ✓ 1/2 page ad in the Annual Conference program
- ✓ Invitation to our Annual Conference with meals provided for 4 guests
- ✓ Company logo on our website with recognition as a Champion for Clean Water
- ✓ Organizational membership in the Jackson Purchase Foundation for the 2016-2017 year, our fiscal agent
- ✓ Recognition in the Jackson Purchase Foundation Annual Report as a sponsor for Four Rivers Watershed with the amount of sponsorship

Master Level Sponsorship

4 available - \$500

Get your name out there by sponsoring and receive the following benefits:

- ✓ Company name and logo on all promotional materials, including handouts and packets developed for different events
- ✓ Sponsorship recognition during volunteer training events
- ✓ 1 exhibit space at the Annual Conference (with opportunity to sell products)
- ✓ 1/4 page ad in the Annual Conference program
- ✓ Company logo on our website with recognition as a Partner for Clean Water
- ✓ Invitation to our Annual Conference with meals provided for 2 guests
- ✓ Organizational membership in the Jackson Purchase Foundation for the 2016-2017 year, our fiscal agent
- ✓ Recognition in the Jackson Purchase Foundation Annual Report as a sponsor for Four Rivers Watershed with the amount of sponsorship

Standard Sponsorship

Unlimited - \$100

Get your name out there by sponsoring and receive the following benefits:

- ✓ Company logo in the Annual Conference program
- ✓ Company logo on our website as a Supporter of Clean Water
- ✓ Recognition in the Jackson Purchase Foundation Annual Report as a sponsor for Four Rivers Watershed with the amount of sponsorship

Annual Conference Exhibitor

Unlimited - \$100

What better way to get your name out there than to sponsor and exhibit at our Annual Conference? Sponsors and exhibitors will receive 1 exhibit space (not selling) in the exhibit hall.

Supporter

Unlimited - \$50

Get your name out there by sponsoring and receive the following benefits:

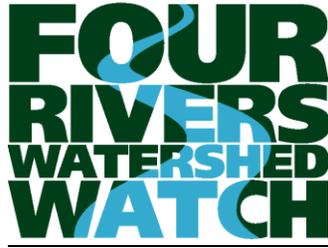
- ✓ Recognition as a Supporter in the Annual Conference program
- ✓ Recognition in the Jackson Purchase Foundation Annual Report as a sponsor for Four Rivers Watershed with the amount of sponsorship

DON'T HAVE MONEY FOR A SPONSORSHIP, BUT YOU WOULD STILL LIKE TO HELP?

That's okay; would you be able to provide a quality item or service for our raffle or door prizes? You could provide an item (gift certificate, book, canoe, kayak, outdoor equipment, refreshment, t-shirt, rain barrel, etc.) or a service like free membership to your organization, free consultation (for businesses), free tour, free night's stay (at lodging businesses), etc. Everyone who donates an item will be listed on the event program.

NEXT STEPS

Fill out the form attached and mail with a check or contact our office via email at maggie.morgan@jpf.org. Thank you!



Four Rivers Watershed Watch

Public Education and Stream Monitoring Support 2016

Your Name:

Organization:

Address:

City:

State:

Zip:

Phone : (W):

(C):

Email:

Website:

Please remember to email your digital logo for our program and signage to info@jpf.org

- | | |
|--|-----------------------|
| <input type="checkbox"/> Prime Key Sponsorship | 1 available - \$3,000 |
| <input type="checkbox"/> Executive Level Sponsorship | 2 available - \$1,500 |
| <input type="checkbox"/> Master Level Sponsorship | 4 available - \$500 |
| <input type="checkbox"/> Standard Sponsorship | 6 available - \$100 |
| <input type="checkbox"/> Supporter | Unlimited - \$50 |
| <input type="checkbox"/> Annual Conference Exhibitor | Unlimited - \$100 |
| <input type="checkbox"/> Raffle Item/Service | |

PLEASE RETURN THE FOLLOWING FORM WITH PAYMENT TO:

Jackson Purchase Foundation, P.O. Box 1156, Benton, KY 42025

Payment can be enclosed in the form of check or money order.