



BRINGING THE PEOPLE TO THE RIVER AND THE RIVER TO THE PEOPLE SINCE 1986.

2025 Membership & Sponsorship Opportunities

We envision a verdant Los Angeles River that supports vulnerable communities in climate adaptation. The River will be transformed into a dynamic, functioning ecosystem that reduces flood risk, cleans the air, cools temperatures, and supports the biodiversity essential to our collective wellbeing.

 @LOSANGELESRIVER

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 FRIENDS OF THE LOS ANGELES RIVER

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TO LEARN MORE ABOUT HOW YOUR ORGANIZATION CAN SUPPORT FOLAR THIS YEAR, PLEASE CONTACT US AT SPONSORSHIPS@FOLAR.ORG

2025 Major Events

Earth Day

There's no better way to celebrate the LA River for Earth Day than with FoLAR! Join hundreds of volunteers on April 26 at the Sepulveda Basin Wildlife Reserve for a morning of habitat restoration, where we'll remove invasive plants and plant native species to enhance the Reserve's native wildlife habitat and improve its resilience during wildfires. Then, we'll shift volunteers to either go on a nature walk of the Reserve or make native seed balls to disperse. Attendees will learn about incorporating "Earth Day everyday" into their lives by engaging with eco-activities and booths from partner organizations. Join us to restore over 1 acre of land, enhancing biodiversity along the Upper LA River while having a ton of fun!

4th Annual River Fest

Returning to the iconic LA State Historic Park this summer, River Fest is FoLAR's free annual open-air arts and community festival celebrating the LA River. This interactive event features live music, local artists, raffles, food trucks, a River education corner, tables from local environmental and community organizations, and much more! The heart of River Fest remains the same each year: we will showcase Indigenous perspectives on nature and the River and celebrate the interconnectivity of nature, health, water, climate change, and environmental justice through the arts. We will build on last year's success with over 1,100 Angelenos celebrating our local environment and local art. Join us!

35th Annual Great LA River CleanUp

Nothing disrupts our River ecosystem like trash and debris and no one can make a greater impact on the LA River's future than you when you support the Great LA River CleanUp – FoLAR's longest-running event. The largest river cleanup in the United States, mobilizes thousands of Angelenos to remove trash from multiple sites along the River's 51 miles. Communities of volunteers have collectively prevented over 1.6 million pounds of debris from harming local habitat or flowing out into the Pacific Ocean. The Great LA River CleanUp will make its return in October 2025.





Organizational Memberships

Be a friend of FoLAR and join us in strengthening the River and the Movement by becoming an Organizational Member, today! Close to 100 percent of our original wetlands and 90 to 95 percent of in-stream riparian habitat within the Los Angeles River watershed have been lost to urbanization. Memberships provide the resources to help us maintain what we have left, regain accessible green space, and preserve and uplift our greatest natural resource in so many ways. Below you will see the exact impact each dollar has in service of our mission. With seven customizable tiers we offer several paths to meet your ESG and CSR goals. We make Membership accessible to all budgets and provide a high return on your philanthropic investment. Take a look below at what we can bring to the table in support of your goals and the River. Questions? Let's talk!

2025 Event Sponsorships

Love a good event? So do we! Sponsor one or sponsor all of our major events this year and help us make a lasting impact on the River and those it serves! Our major events – Earth Day, River Fest, and the Great LA River Cleanup – directly engage thousands of Angelenos and visitors every year. Our intimate monthly education and activities such as Habitat Restoration Day, Bats & Brews, Queer Ecology Walk, Wings on the Move, and more provide several opportunities to sponsor more focused events all year long! Sponsorships make sure we can keep all of our education programming free, equitable, and accessible to the public while providing your organization with many avenues to meet your goals. We have 25 events scheduled this year – plenty of opportunities to work with you in support of the River and those we serve.

We can only sustain and expand our growing environmental education and community engagement efforts on the LA River with your support – thank you for joining us.



ORGANIZATIONAL MEMBERSHIP TIERS 2025-26

If your sponsorship goals are not represented, please contact sponsorships@folar.org for more information.

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MEMBERSHIP BENEFITS

Friend of FoLAR window sticker or website logo	X	X	X	X	X	X	X
Exclusive member newsletter	X	X	X	X	X	X	X
2 spots saved at FoLAR community events	X	X	X	X	X	X	X
Priority & discounted FoLAR event registration*	X	X	X	X	X	X	X
Name/Logo placement	Linked logo	Linked logo	Linked logo	Linked logo	Linked logo	Logo	Name
E-blast/Newsletter highlight	2 e-blasts	1 e-blast	2 newsletters	1 newsletter	1 newsletter	1 newsletter	1 newsletter
Social media recognition	3 IG stories + 1 post	3 IG stories	2 IG stories	2 IG stories	2 IG stories	1 IG story	
Event sponsorship benefits (see next page)	3 Major	3 Lead	3 Support	2 Support	2 Friend	1 Friend	
River Fest VIP tickets	6	4	2	2			
Logo placement on billboard***	X	X					
Individual memberships at \$50 level	10	5					
Employee engagement experience(s)	Choose 3: A B E G H	Choose 3: A C F G H	Choose 2: A C F H I	Choose 2: A D F H I	Choose 2: A J K	Choose 1: A J K	Choose 1: J K

Experience Choices:

- A** Member-exclusive LA River Field Trip with FoLAR Educators*
- B** Curated Habitat Restoration** or River CleanUp** with co-branded t-shirt for attendees
- C** Curated Habitat Restoration** or River CleanUp**
- D** Curated Habitat Restoration**
- E** Group lunch with Board Chair or FoLAR CEO*
- F** 1 hour group conversation or presentation and Q&A with FoLAR CEO
- G** Private group educational experience (Bats & Brews, River Walk, etc.)*
- H** River Rover visit to your office
- I** Curated LA River Walk*
- J** Reserved spots for your group at a FoLAR community event*
- K** 30 minute "Coffee with CEO" for business owner or individual

ADDITIONAL BENEFITS

[Public Agency Only - \$2,500+] Guest article or blog on FoLAR's website

QUALIFICATIONS

Event dates and benefits are subject to change. Other benefits that are not currently listed may become available.

*Capacity restrictions may apply depending on the event or program.




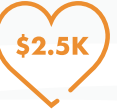
**Availability is season dependent. Please schedule 30-60 days in advance.

***CleanUp and River Fest only.



MAJOR EVENT SPONSORSHIP TIERS

If your sponsorship goals are not represented, please contact sponsorships@foliar.org for more information.

	 \$25K Major	 \$10K Lead	 \$5K Support	 \$2.5K Friend
BENEFITS				
Priority group registration *	X	X	X	X
Discount on paid tickets	X	X	X	X
Social media recognition	3 IG stories + 1 post	3 IG stories	2 IG stories	1 IG story
Sponsor cloud	Logo	Logo	Logo	Name
On-site banner	Logo	Logo	Name	
Annual report recognition	Sponsor of annual report	Name		
End-of-year impact video	Logo			
Dedicated vertical on-site banner	X			
EARTH DAY ONLY				
1 page impact report for volunteer group	X	X	X	X
Volunteer group photo	X	X	X	X
RIVER FEST ONLY				
Exhibitor placement	X	X	X	X
VIP tickets	6	4	2	
Logo placement on billboard	X			
CLEANUP ONLY				
1 page impact report for volunteer group	X	X	X	X
Volunteer group photo	X	X	X	X
Exhibitor placement	All sites	2 sites	1 site	
Logo placement on billboard	X			

QUALIFICATIONS

*Capacity restrictions may apply depending on the event or program.

MONTHLY EVENT SPONSORSHIP TIERS

If your sponsorship goals are not represented, please contact sponsorships@folar.org for more information.



BENEFITS

	\$2K	\$1.5K	\$1K
Number of monthly events sponsored	3	2	1
Logo in event flyer*	X	X	X
Logo on event registration page*	X	X	X
Acknowledgement in social media post	X	X	X
Shout out at event	X	X	X
Table at event	X	X	
Annual report recognition	Name	Name	
10% of event spots reserved for your group	X		
Invited to next FoLAR members LA River field trip	X		

QUALIFICATIONS

Event dates and benefits are subject to change. Other benefits that are not currently listed may become available.

*High-resolution PNG logo with a transparent background must be sent to FoLAR 2+ weeks in advance of event date.

2025 MONTHLY EVENT CALENDAR



ESG Metrics

Here's how your donation impacts the LA River and its surrounding communities. These examples are actual metrics of what is achieved with these funding amounts as applied to a specific program.

K-12 Environmental Education

Your donation has the potential to impact any one of the following school programs as follows.

- **Source to Sea:** LA students in grades 3-12 (70%+ from Title I schools) experience a 4-hour field trip of dynamic hands-on education at the LA River, rotating through a nature walk, macroinvertebrate sampling, and engineering a model watershed. Prior to the LA River field trip, Source to Sea students receive 1.5 in-class hours of lessons about the River's history and biodiversity. Post- field trip, students and their families receive a take-home toolkit with stewardship and advocacy opportunities.
- **LA River Fellows:** A year-long, 84-hour paid Fellowship providing equitable access to green spaces and pathways to eco-STEAM jobs for 9-11th grade students, with priority given to Title I schools and students adjacent to the LA River. Each student receives a monthly stipend, professional NNOCCI certification, connection to nature via kayaking through their urban ecosystem and a camping trip to LA's water source, professionally led real-world STEM field research projects, workforce & leadership education, food, and transportation.

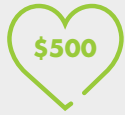
Habitat Restoration

Your support boosts our habitat restoration efforts by providing the resources needed to remove thousands of gallons of invasive vegetation, plant native species, and to expand restoration efforts to the Middle and Lower LA River.

CleanUp

Your donation provides resources to the largest urban river cleanup in the country removing thousands of pounds of trash from the LA River, allowing it to recover.

ESG Metrics Continued

**Source to Sea:**

9 students served for a total of 49 learning-hours

River Fellows:

2 STEM guest speakers

Habitat Restoration:

20 hours of volunteer service, removing 607 gallons of invasive plants

CleanUp:

14 hours of volunteer service, removing 212 pounds of trash from the LA River

**Source to Sea:**

45 students across 2 classes served for a total of 245 learning-hours

River Fellows:

1 Fellow's program cost is covered for one third of a year

Habitat Restoration:

98 hours of volunteer service, removing 3,037 gallons of invasive plants

CleanUp:

72 hours of volunteer service, removing 1,059 pounds of trash from the LA River

**Source to Sea:**

89 students across 4 classes served for a total of 490 learning-hours

River Fellows:

1 Fellow's program cost is covered for two thirds of a year

Habitat Restoration:

197 hours of volunteer service, removing 6,075 gallons of invasive plants

CleanUp:

144 hours of volunteer service, removing 2,118 pounds of trash from the LA River

**Source to Sea:**

134 students across 6 classes served for a total of 735 learning-hours

River Fellows:

1 Fellow's program cost is covered for a full year

Habitat Restoration:

295 hours of volunteer service, removing 9,112 gallons of invasive plants

CleanUp:

217 hours of volunteer service, removing 3,178 pounds of trash from the LA River

**Source to Sea:**

178 students across 8 classes served for a total of 980 learning-hours

River Fellows:

1 Fellow's program cost is covered for a full year and 1 additional Fellow's program cost is covered for one third of a year

Habitat Restoration:

393 hours of volunteer service, removing 12,149 gallons of invasive plants

CleanUp:

289 hours of volunteer service, removing 4,237 pounds of trash from the LA River

YOU CAN CLAIM AND REPORT YOUR ESG METRICS IN ANY ONE OF THESE CATEGORIES FOR THE TOTAL OF YOUR DONATION.



ESG Metrics Continued



Source to Sea:

267 students across 12 classes served for a total of 1,470 learning-hours

River Fellows:

2 Fellows' program costs are covered for a full year

Habitat Restoration:

590 hours of volunteer service, removing 18,223 gallons of invasive plants

CleanUp:

433 hours of volunteer service, removing 6,355 pounds of trash from the LA River



Source to Sea:

446 students across 20 classes served for a total of 2,450 learning-hours

River Fellows:

3 Fellows' program costs are covered for a full year and 1 additional Fellow's program costs are covered for a half year

Habitat Restoration:

983 hours of volunteer service, removing 30,372 gallons of invasive plants

CleanUp:

722 hours of volunteer service, removing 10,592 pounds of trash from the LA River



Source to Sea:

535 students across 24 classes served for a total of 2,940 learning-hours

River Fellows:

4 Fellows' program costs are covered for a full year

Habitat Restoration:

1,180 hours of volunteer service, removing 36,447 gallons of invasive plants

CleanUp:

866 hours of volunteer service, removing 12,710 pounds of trash from the LA River



Source to Sea:

891 students across 40 classes served for a total of 4,901 learning-hours

River Fellows:

7 Fellows' program costs are covered for a full year

Habitat Restoration:

1,966 hours of volunteer service, removing 60,745 gallons of invasive plants

CleanUp:

1,444 hours of volunteer service, removing 21,183 pounds of trash from the LA River

YOU CAN CLAIM AND REPORT YOUR ESG METRICS IN ANY ONE OF THESE CATEGORIES FOR THE TOTAL OF YOUR DONATION.



River Makers Corporate Stewardship Program



Bring your team to Build team morale and boost community while revitalizing LA's greatest natural resource! River Makers, a corporate stewardship program, brings the people to the River by partnering with like-minded organizations, corporations, and community groups to tailor a River CleanUp or Habitat Restoration event to their needs. Pricing and benefits are subject to change.

EVENT TYPE	EVENT DESCRIPTION	LOCATION(S)	AVAILABILITY	PRICING
Habitat Restoration	Join the California Native Plant Society to remove invasive plants on the Upper Los Angeles River!	Sepulveda Basin Wildlife Reserve; more locations may become available	Year round, excluding the month of April	\$3,000 - \$4,000
River CleanUp	Spend 2-3 hours with your team cleaning up a River location of your choice!	Choose 1 of 15 select locations for your event.	July - November, excluding early August and mid October	\$6,000 - \$10,000

KNOW OF ANOTHER ORGANIZATION THAT SHARES LIKE-MINDED GOALS?

TEAM UP FOR A JOINT RIVER MAKERS EVENT!

Your organization may recruit another sponsor organization(s) for the same River Makers event, or you may request that FoLAR pair your organization with another sponsor organization to increase the impact of your River Makers event.



Habitat Restoration Commitment Levels

Bolster native species' ability to thrive at the Upper River through a Habitat Restoration* event.

	 \$3K	 \$3.5K	 \$4K
Duration of Habitat Restoration	2 HRS	2 HRS	3 HRS
Slots available at Habitat Restoration	35	60	85
River Makers certificate	X	X	X
Introduction to the LA River and Safety talk	X	X	X
All supplies provided	X	X	X
Water provided	X	X	X
Post-event impact report	ONE SHEET	ONE SHEET	ONE SHEET
Inclusion in our year-end annual report		X	X
One hour nature walk and bird tour around Wildlife Reserve			X




*Habitat Restoration must be scheduled at least 30 days in advance.

For smaller groups and nonprofits, please ask about a sliding scale.

PLEASE CONTACT SPONSORSHIPS@FOLAR.ORG TO SET UP YOUR VERY OWN RIVER MAKERS EVENT.

River CleanUp Commitment Levels

Protect local River and ocean ecosystems through a River CleanUp* tailored to your needs.

	 \$6K	 \$7.5K	 \$10K
Duration of River CleanUp	2 HRS	2 HRS	3 HRS
Slots available at River CleanUp	45	65	100**
River Makers certificate	X	X	X
Introduction to the LA River and Safety talk	X	X	X
All cleanup supplies provided	X	X	X
Snacks and drinks provided	WATER ONLY	SNACKS & WATER	CATERING***
Post-event impact report	ONE SHEET	ONE SHEET	ONE SHEET
Inclusion in our year-end annual report		X	X
FoLAR swag item for each participant			X

River CleanUp Add-On Benefits

\$500 River Educator Experience (if available)

\$200 Seed Balls Activity (if available)

PLEASE CONTACT SPONSORSHIPS@FOLAR.ORG TO SET UP YOUR VERY OWN RIVER MAKERS EVENT.

*River CleanUps must be scheduled at least 45 days in advance.

**Any attendees over 100 accrue an additional \$20 per person.

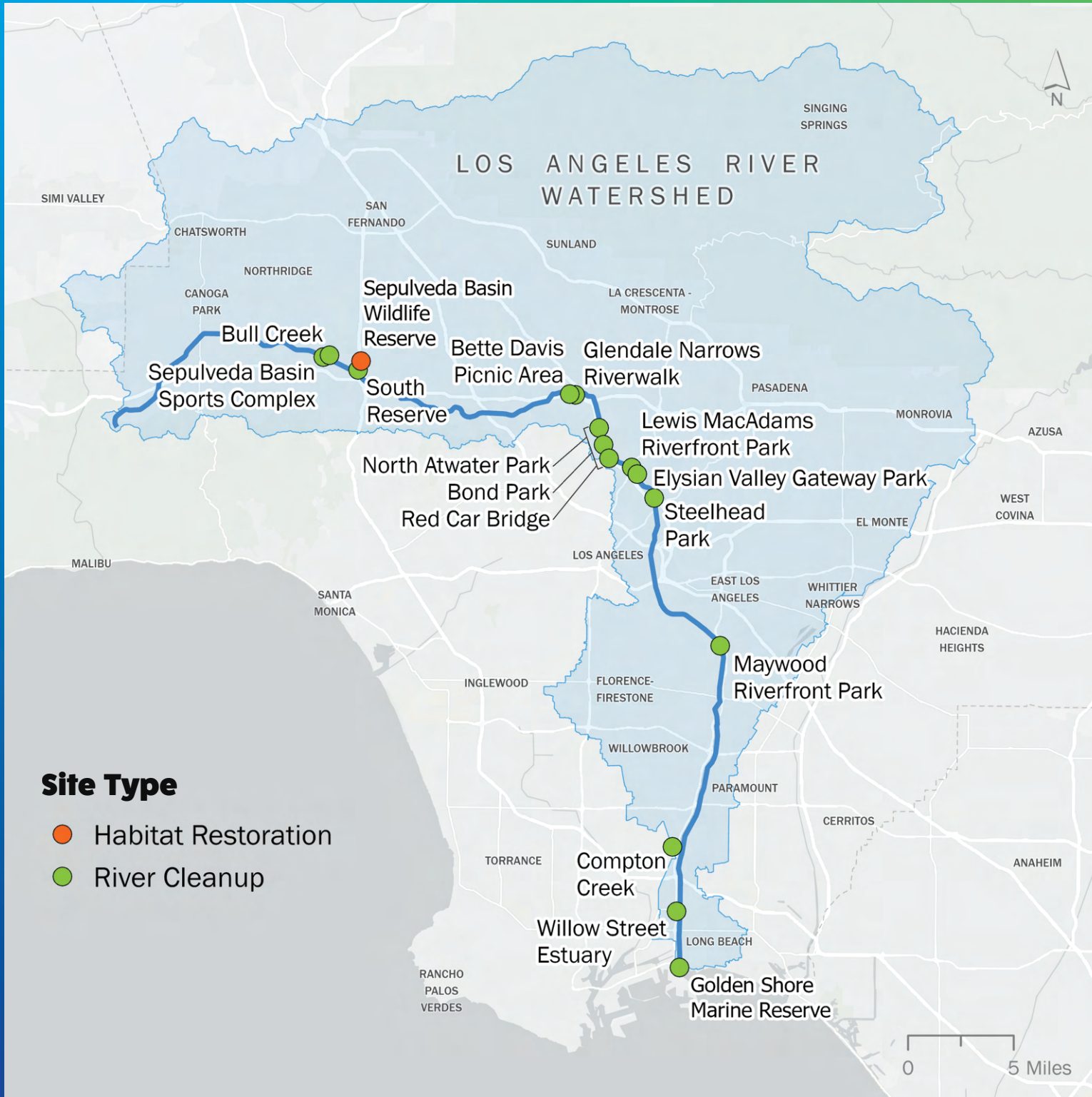
***Catering provided by FoLAR may incur additional costs depending on number of participants and type of catering desired by the River Makers sponsor(s).

River Makers Sites

Please note that site availability is subject to change. FoLAR can make cleanup site recommendations based on your group's size, water levels, and amount of trash.

Site Type

- Habitat Restoration
- River Cleanup



Education, Volunteer, & Community Programs



K-12 Environmental Education: FoLAR's award-winning education programs inspire curiosity for the LA River, a lifelong connection to the natural world, and environmental and civic action for the health and well-being of people and the planet. We currently offer the 4-part Source to Sea Watershed Education Program, which includes a LA River field trip, the year-long LA River Fellowship, and custom education programs! In the 2023-24 school year, FoLAR served 3,790 students for over 22,000 learning-hours.

Monthly Habitat Restoration Day: Join FoLAR, California Native Plant Society, and San Fernando Valley Audubon Society every fourth Saturday from 8am-11 am at the Sepulveda Basin Wildlife Reserve to remove invasive plants and then attend a bird walk! In 2024 alone, 1,055 volunteers removed over 65,000 gallons of invasive vegetation, restoring over 2 acres of native habitat in the Sepulveda Basin.

Free Community Events: Each month, FoLAR's Education team hosts one community program free and open to the public. The format and topic of each month's event varies; past events include Bats & Brews, Haunts & Hoots, and themed nature walks like the Queer Ecology walk. Join us this year to learn more about the River that connects us all!

**TO LEARN MORE AND REGISTER FOR UPCOMING EVENTS,
PLEASE VISIT OUR WEBSITE.**





Thank You!

From all of us at FoLAR, thank you for your generous support of and engagement with our work on the Los Angeles River. Alongside River Stewards like you, we can make 2025 our most impactful year on the River yet.



TO LEARN MORE ABOUT HOW YOU OR YOUR ORGANIZATION CAN SUPPORT FOLAR THIS YEAR,
PLEASE EMAIL US AT SPONSORSHIPS@FOLAR.ORG TO SCHEDULE AN INTRODUCTORY MEETING.

