Founding Partners Proposal

*Environmental Dive Center (EDC)*
PARTNERSHIP OUTLINE

PARTNERSHIP PREMISE:

We are proposing the opportunity to become a Founding Partner to the “Environmental Dive Center” (EDC) which will be the location out of which Clean Up The Lake 501(c)3 operates all of our cleanup and remediation programs, along with our newfound Aquatic Invasive Species program, and the Conservation Dive School opening July 31st, 2023.

If you accept this partnership proposal, we can discuss the focus that may feel most important to you and/or your brand. We also have other naming rights opportunities for both the Environmental Dive Center as a whole, and the individual rooms that make up the EDC itself.
PROGRAMS AT THE EDC

Full Details Available in Separate Deck

CLEANUP PROGRAM + REMEDIATION PROJECTS
IE: 72 mile cleanup of Lake Tahoe; circumnavigated cleanups of Fallen Leaf Lake, Donner Lake, Stampede & Boca Reservoirs, Echo Lake, June Lake & more.

AQUATIC INVASIVE SPECIES PROGRAM
IE: Discovering an AIS hybrid in June Lake, full circumnavigated AIS surveillance of Donner Lake, Fallen Leaf Lake and our AIS outreach partnership with Tahoekeepers & TRPA.

CONSERVATION DIVE SCHOOL
IE: Training an army of conservation divers & soon to be volunteers. All individuals can obtain any level of PADI dive certifications, but doing so with CUTL’s new dive school means additional environmental curriculum in the class and field for each class. A formally recognized scientific dive certification program is set to launch in 2024 as well.

PREVENTION, ADVOCACY & THE LAKE TAHOE LITTER SUMMIT
IE: In May of 2023 we launched the Inaugural Lake Tahoe Litter Summit. This brings leaders from all levels of government, tourism, nonprofits and the community to discuss what is being done for litter, identify next steps & take action through one of the summit’s committees.

YOUTH PROGRAMS & COMMUNITY SPACE
IE: We have an academic and educational space, a projector and film screening location, and are set to bring youth classes to here to work on advancing our education of next generations.
DONATE WHAT YOU CAN!

Any donation to this campaign helps us get closer to our goal. So please consider the options below or donate whatever you can to help us make this Environmental Dive Center a reality for the Lake Tahoe Basin!

FOUNDING PARTNERSHIP FEE: $25,000 USD +

Founding partners are making a minimum of a $25,000 USD+ donation to our new Environmental Dive Center and the programs that we run from there. Deliverables able on the second to last page.

NAMING RIGHTS PARTNERSHIP FEE RANGE: $35,000 USD - $75,000 USD

Donors and partners making donations in the range of $35,000 USD to $750,000 USD can benefit from having a lifelong spot in our efforts to Clean Up The Lake. The next page talks about naming rights opportunities on the high end for naming rights to the environmental dive center as a whole; or opportunities for the board room, academic center, gear room and more.
NAMING RIGHTS

[ DONOR NAME ] ENVIRONMENTAL DIVE CENTER by CLEAN UP THE LAKE: $75,000 USD +
The room that we will use to teach all of our scientific and conservation dive classes will double as our organizations boardroom for meetings with our board of directors.

[ DONOR NAME ] CLASS & BOARD ROOM: $50,000 USD +
The room that we will use to teach all of our scientific and conservation dive classes will double as our organizations boardroom for meetings with our board of directors.

[ DONOR NAME ] ACADEMIC CENTER: $35,000 USD +
This will feature interactive displays of the data + science behind our operation. Virtual reality headsets showing underwater litter and touch-tone widescreen TVs to interact with maps of litter hot spots, AIS infestations around Tahoe and the lakes we protect!

[ DONOR NAME ]’S WORKSHOP: $35,000 USD +
This might be the only thing better than Santa’s workshop - this is the room for our work bench & repairs, where we have our tank wall & literally the air that we breath.

[ DONOR NAME ] MEDIA ROOM: $35,000 USD +
The room where stories come to life. We tell our visual stories and video edits here, crunch data and often work from this location.
PARTNER ACKNOWLEDGEMENTS

For All Founding Partners & Naming Rights Donors

1) Logo Placement on a plaque at the entrance to the EDC in Incline Village, NV. Shown as a founding partner at the front of the Environmental Dive Center. To remain in perpetuity.

2) Logo or name placement as a founding partner on our website, on the page for the EDC (webpages to be released in line with the announcement). In perpetuity.

3) All messaging & communications about your founding partnership or naming rights with CUTL & the EDC, will be shared throughout our announcements & PR in 2023 and as a founding partner, your partnership and acknowledgement will remain for the life of the EDC online and at the facility.

4) Logo placement, website placement and recognition on a mile of your choosing for our annual "adopt a mile program". For 2023-2024, your mile will be the highest level / gold status. (Please see partnership maps on the website for more examples).

5) If choosing naming rights, we will have your name above the building, room and/or location that you have taken naming rights of.

6) Content development opportunity - specifics TBD in partnership discovery meetings.
CONTACT US

CUTL HQ
925 Tahoe Boulevard
Suite 101
Incline Village, NV, 89451

colin@Cleanupthelake.org

Mailing Address
Clean Up The Cayes
Po Box 5016
Stateline, NV 89449

cleanupthelake.org

(530) 562-7131