



## **Project Title**

Incentivizing Crowdfunding for Conservation Through 2026 Series of Colorado Flyathlons

## **Requested Sponsorship Amount (USD)**

\$5,475

## **Organizational Purpose**

At Running Rivers, our mission is to conserve and restore native fish ecosystems by educating and inspiring a diverse community of recreationists to engage in conservation through responsible and thoughtful recreation, informed advocacy and philanthropy, and impactful projects. Our flagship program, the Flyathlon, pairs trail running and fly fishing into unique recreational events that raise money for native fish conservation projects by incentivization of participants (or “Flyathletes”) to “crowdfund for conservation”. In our 11 years of Flyathlon events, Running Rivers has raised nearly \$1,000,000 for native fish project work through this program.

## **Sponsorship Agreement**

Running Rivers is requesting sponsorship support of \$5,475 from the Colorado Wildlife Council to support the purchase of branded products to support the crowdfunding campaigns for the three 2026 Colorado Flyathlon events. Those events include:

- **NASCARP Davis Ponds Cup:** Held annually at Staunton State Park outside of Pine, CO, this event is a relay version of our Flyathlon race featuring teams of two completing six running / fishing laps. The race is a fundraiser for future project work benefitting the Greenback cutthroat trout.
- **Middle Creek Flyathlon:** Held annually in the San Luis Valley outside of Saguache, CO, this event is our longest running Flyathlon race (year 12) and affords participants the opportunity to catch a Rio Grande cutthroat trout during the race. The race is a fundraiser for future project work benefitting the Rio Grande cutthroat trout.
- **Lake Fork Flyathlon:** Held annually on the Lake Fork of the Gunnison River downstream of Lake City, CO, this event is a fundraiser for future project work benefitting the Colorado River cutthroat trout.

Specifically, Running Rivers proposes to purchase 150 26 oz. YETI Rambler water bottles and three YETI Tundra 45 coolers co-branded with Running Rivers / Colorado Wildlife Council logos on them, which will be used in the following manner:

- **Rambler Water Bottles:** Co-branded Rambler water bottles (~\$30 each) will be awarded to every “Flyathlete” in our Colorado Flyathlon event series who raises the requested minimum \$250. We expect this incentive will serve as a strong incentive to our participants, and if everyone hits that mark, it will ensure a base fundraising floor of nearly \$40,000 for future work benefiting Colorado’s native cutthroat trout species.
- **Tundra Coolers:** Co-branded Tundra coolers will be utilized as prizes for a Fall photo contest featuring the above co-branded water bottles. We will award a cooler to the best photo featuring a co-branded Rambler water bottle in each of three categories; fishing, hunting, and Colorado landscape. Winners will be selected by a small committee of Running Rivers and/or Colorado Wildlife Commission board members.

**Deliverables**

In the leadup to the events and as a part of the incentive campaign, Running Rivers will share information about the Colorado Wildlife Council with all Flyathletes who are registered for the three Colorado Flyathlon events. Running Rivers will also post at least 10 social media posts featuring a co-branded product doing cool stuff in the woods. At each event, Running Rivers will share Colorado Wildlife Council rack cards and stickers in Flyathlete’s race bags and will do a specific shout out during the race award ceremony. Colorado Wildlife Council board members and/or staff are also welcome to attend our Flyathlon events and will be given an opportunity to speak prior to the events ceremonies.

Following the completion of the Flyathlon season, winners of the photo contest will be highlighted via Running Rivers’ social media accounts, and all photos submitted via this contest will be shared with the Colorado Wildlife Council for your use.

Additionally, the Colorado Wildlife Council logo will be prominently featured on all race t-shirts and on our website!

**Budget**

Item	Number	Unit Cost	Total Cost
Co-branded 26 oz. YETI Rambler Bottle	150	\$30	\$4500
Co-branded YETI Tundra 45 Hard Cooler	3	\$325	\$975
			<b>\$5475</b>

Thanks in advance for your consideration!