



**WOONASQUATUCKET RIVER  
WATERSHED COUNCIL**

# **2025 CORPORATE INVOLVEMENT OPPORTUNITIES**

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# WHO WE ARE

The Woonasquatucket River Watershed Council creates positive environmental, social and economic change by revitalizing the Woonasquatucket River, its Greenway and its communities.

Launched in the 1990s we transform unsafe and abandoned post-industrial places into vibrant community assets beloved by people and wildlife.

# WHAT WE DO



**GREENWAY  
MULTI-USE  
TRAIL**



**ENVIRONMENTAL  
EDUCATION**



**CLIMATE  
RESILIENCE &  
RESTORATION**



**COMMUNITY  
LEADERSHIP  
PROGRAMS**

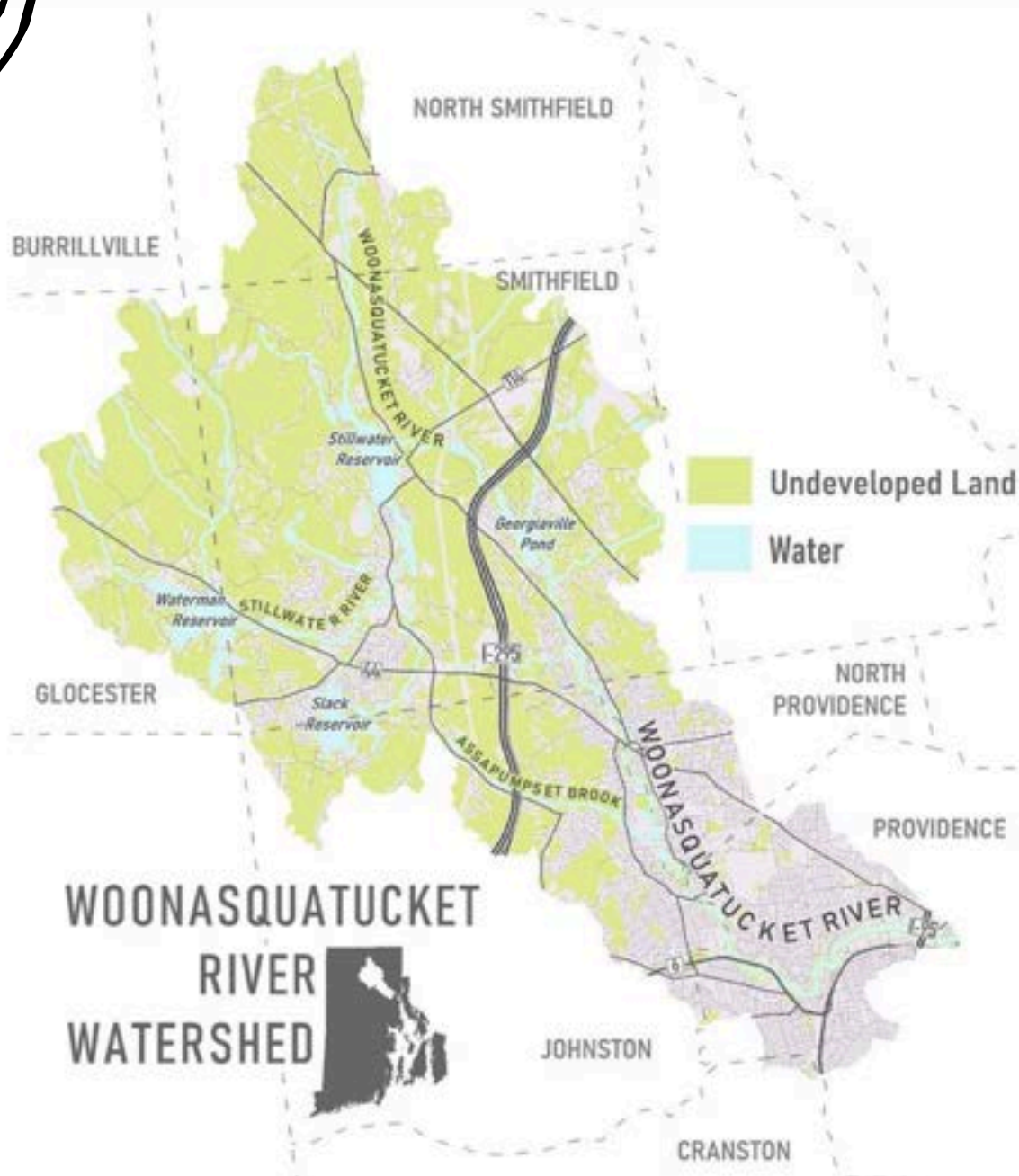


**BICYCLE  
EDUCATION**



**RECREATION**

# WHAT IS THE GREENWAY?



The Greenway is a catalyst for renewal along the Woonasquatucket River in Providence, Johnston and North Smithfield – three of the six municipalities touched by the Woonasquatucket River Watershed. The Woonasquatucket River Greenway is Rhode Island’s multi-use trail linking parks and green spaces for the enjoyment of neighborhood residents and people from across our watershed towns.

- 55,000 RI Residents are within a 10- minute walk from the Greenway
- 216,000 RI Residents are within a 2-mile commute from the Greenway
- The Greenway is the most populous trail per linear mile than any other trail in RI
- Almost 50,000 households are in the watershed



# GENERAL SUPPORT

We gratefully accept corporate donations, which we recognize and celebrate prominently on our website and in our annual report. Your company's donation demonstrates commitment to environmental stewardship and community impact. As a valued partner, your contributions will inspire others to join us in creating a cleaner, greener, and more resilient Woonasquatucket River watershed.



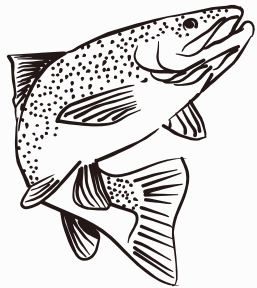
**YOUR  
LOGO**



# SPONSORSHIPS



**Earth Day** Tuesday, April 22: Join us to celebrate sustainability and community action with hands-on environmental restoration activities and education that inspire change.



**The Fish Fun(d)** Thursday, August 14: Support our annual fundraising gala, slated for late summer 2025, where we highlight our programs, share our vision, and connect with community members passionate about our mission.

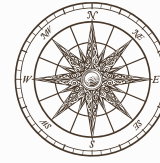


**Community Paddles** June 26th: Help us provide guided paddle trips on the Woonasquatucket River in Providence, connecting people to nature while promoting outdoor recreation and stewardship.

As an event sponsor, your brand will be highlighted in promotions, signage, and materials, showcasing your commitment to the environment and the communities we serve.



# BLAZE SIGNAGE



BLACK LOCUST SIGNS



POLLINATOR GARDENS



KAYAK LAUNCHES

We invite you to become part of the journey with Blaze Sponsorships. These signs serve as wayfinding markers, guiding visitors along the trail while showcasing your support for our vibrant, community-driven green spaces.

## Why Sponsor a Blaze?

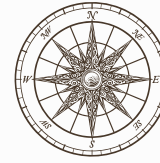
**Lead the Way:** Your Blaze will guide walkers, cyclists, and adventurers along Rhode Island's most cherished green spaces.

**Stand for Stewardship:** A Blaze sponsorship supports trail amenities and upkeep, habitat restoration, and community programs.

**Rooted in Community:** Blazes are placed in high-traffic scenic areas, creating lasting recognition for your contribution.



# BLAZE SIGNAGE



AMENITIES



PLAQUES



WAYFINDING POINTS

Starting at \$2,500 per year for a five-year commitment, you can choose from several options, including Tree Blazes, which dedicate a tree with a personalized plaque to help restore native habitats, or bench and picnic table blazes, which create inviting spots for visitors to rest and enjoy the scenery.

Your sponsorship enhances vital elements of the Greenway, such as pocket parks, wayfinding signage, canoe/kayak launches, fish passage points, shaded pathways, pollinator gardens, murals, habitat restoration signage, riverbank seating areas, and pollinator habitats.

By sponsoring a Blaze, you contribute to the preservation and improvement of this vibrant community space for generations to come.





# FISH DEDICATION



Dedicate a stunning stainless steel fish to symbolize your commitment to clean water, vibrant green spaces, and a sustainable future. Whether honoring a loved one, celebrating a cause, or sharing your passion for the environment, your personalized fish will inspire all who explore the river's scenic paths.

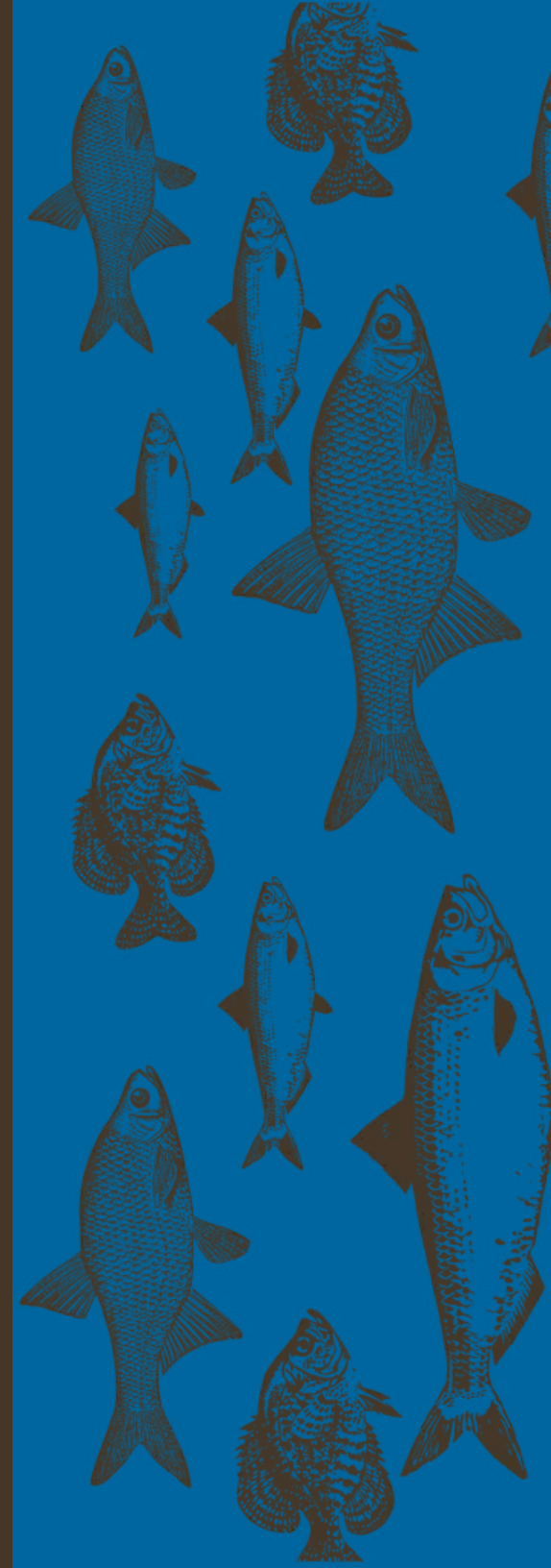


Available in three sizes and featured at Riverside Park (Providence), Manton Pond (Johnston), and the Leo Bouchard Conservation Center (Smithfield), each fish is a unique piece of art that connects our community in a shared vision of a thriving Woonasquatucket Greenway.



## Fish Sizes & Prices

- Juvenile (5×12 inches): \$500
- Midsize (7×18 inches): \$1,000
- Adult (10×26 inches): \$1,500



# GRANT PARTNERSHIPS

## Does Your Organization Have a Philanthropic or Charitable Giving Program?

We'd love to learn more about your corporate giving priorities and explore ways we can partner to create meaningful impact in the following areas:

- Environmental Protection and Improvement
- Community Engagement and Enrichment
- Workforce Development and Training
- Environmental Education and Advocacy
- Mental and Physical Wellness through Cycling and Outdoor Recreation

Let's work together to align your philanthropic goals with initiatives that build a healthier, more sustainable future for all.



# JOIN OUR BOARD



## Why Join the WRWC Board?

As a board member, you'll have the opportunity to shape the future of the WRWC and contribute to the health and vitality of the Woonasquatucket River and its communities. Our work spans a variety of exciting and impactful areas:

- **Greenway Expansion & Care:** Help us expand and maintain the Woonasquatucket River Greenway, a vital resource for our communities
- **Climate Resilience:** Lead initiatives that prepare our communities for the impacts of climate change
- **Environmental Education:** Support our K-12 programs that inspire the next generation of environmental stewards
- **Community Leadership:** Empower adult leaders in riverfront communities through our targeted programs
- **Bicycle Safety:** Advocate for and support bicycle education and safety programs that promote healthy, active transportation
- **Recreation & Engagement:** Foster connections to the river with watershed-wide paddles, hikes, and other recreational activities



# STAY CONNECTED



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