



Serenade By the River
4 October
6:00 - 9:00 PM
5052 River Road, Ellenwood, GA

Architect Neil Campbell lives on the South River and has graciously offered to host this year's Jamboree.

*Enjoy an enchanting evening
on the bank of the South River.*

*Serenade by the River will feature
delicious catered hors d'oeuvres
by Aziva by Kameel,
tasty spirits, great mood music from
the Matthew Wauchope Trio,
and silent auction.*

\$40 per/person

Purchase Tickets



www.southernriverga.org

To protect and restore the water quality and bio-diversity of the South River watershed to the beneficial use of people and wildlife.



Dear Friend of the South River:

There is nothing so difficult that can't be improved upon if there is only a vision - a mental picture of transformation that can be shared. Vision makes the difference for the future. Vision allows us to restore, repair, build upon and improve that which we have in order to preserve for future generations.

I chose to begin this letter with this statement because it more than anything else I could say exemplifies the spirit of South River Watershed Alliance's (SRWA) commitment to the South River.

With this image as a backdrop, I am writing to ask that you consider supporting SRWA's vision for the South River by sponsoring our 2014 South River Jamboree annual fundraiser. SRWA envisions a revitalized and healthier South River by 2020, demonstrated by improved water quality, increased recreational use, more sustainable aquatic and wildlife habitat, and a general upturn in the overall functioning of the river's ecosystem.

At this year's Jamboree we are highlighting the South River Water Trail. This project has been chosen for special attention for one very important reason, achieving the water trail designation is the single best way to reach our 2020 goal and ensure the river's future. Included with this sponsorship information is a statement highlighting the "*Simply Amazing Possibilities*" of the South River Water Trail. After your review, I am certain you will agree that the benefits of a water trail are significant. Your sponsorship is critical to making it a reality.

The theme for this year's South River Jamboree is *Serenade by the River*. Join us at the home of architect Neil Campbell on the bank of the South River at 5052 River Road, Ellenwood, GA, October 4th, 6:00 p.m. until 9:00 p.m.

There are multiple levels of sponsorship available. To become an event sponsor please complete and return the attached form. We will acknowledge your sponsorship immediately on our website at www.southriverga.org and in all printed and electronic materials as described. We ask that you please submit the enclosed Sponsorship Form by August 31, 2014.

If you have any questions or would like more information about SRWA, South River, or the event, please feel free to contact me directly at (404) 285-3756 or southriverwatershedalliance@gmail.com. SRWA is a 501 c3 tax exempt nonprofit organization. Thank you for your support.

Sincerely,

Jacqueline Echols, President

South River Jamboree - Sponsorship Program

The South River Jamboree is a great opportunity to showcase your company and show your support for South River Watershed Alliance and the South River. Don't miss this important event. Sign up now!

Sponsorship Levels:

South River Paddler - \$500

- Recognition during South River Jamboree
- Large company logo on signage at event entrance
- Logo display first on SRWA website and all event promotional materials
- 3 tickets to South River Jamboree

Water Trail Pioneer - \$350

- Recognition during South River Jamboree
- Medium company logo on signage at event entrance
- Logo display on SRWA website and all event promotional materials
- 2 tickets to South River Jamboree

Beyond the Bridge Explorer - \$250

- Verbal acknowledgement during South River Jamboree
- Small company logo on signage at event entrance
- Logo display on all event promotion materials
- 1 ticket to South River Jamboree

South River Partner - \$150

- Verbal acknowledgement during South River Jamboree
- Website recognition
- Sponsors list at event

Donations in any amount will be graciously accepted and acknowledged by SRWA's president.

Please review sponsorship levels above and complete the attached Sponsorship Form. If you have any questions or additional requests contact Jackie Echols, (404) 285-3756. Thank you.

South River Jamboree – Sponsorship Program

Please mail completed form and payment to:
South River Watershed Alliance, PO Box 1341, Decatur GA 30031

Company _____

Company Contact _____

City _____ State _____ Zip _____

Cell Phone# _____ Email _____

Sponsorship Level	Sponsorship Amount
South River Paddler - \$500	\$ _____
Water Trail Pioneer - \$350	\$ _____
Beyond the Bridge Explorer - \$250	\$ _____
South River Partner - \$150	\$ _____

Please make checks payable to: **South River Watershed Alliance**. For your convenience, you may make payment via PayPal. **Click here to link to PayPal.**

Mail to: SRWA
PO Box 1341
Decatur, GA 30031

Questions: Jackie Echols
404-285-3756
jmechols@bellsouth.net



South River Water Trail
Simply Amazing Possibilities

Today, surrounding communities are reaping the benefits of much improved water quality in the South River thanks to hundreds of millions of dollars in court mandated wastewater infrastructure improvements.

This huge investment is being made to ensure that the river is safe for recreational use and functions as suitable and useful wildlife habitat. One way to measure the return on this investment in cleaner water is greater use and enjoyment of the river and its surrounding ecosystem.

How can we continue to maximize this investment and boost the value and help secure the future of the South River at the same time? We can do what other communities across the state are doing and lay the groundwork and build the organizational structure needed for the South River Water Trail.

The South River Water Trail would be the water equivalent of a hiking trail that provides access points for recreational activities such as canoeing, kayaking, paddling, picnicking, and bird watching as well as provide access to educational, scenic, cultural, and historic sites along or in close proximity to the river. These activities will bring people into the area which will in turn attract businesses, stimulating economic development.

Currently, under the water trail banner, watershed groups in partnership with communities and municipalities all across the state are touting and realizing the value of their rivers and waterways. Below are some of Georgia's established water trails.

Altamaha River Canoe Trail	Broad River Water Trail
Chattahoochee River NRA	Chattooga Wild & Scenic River
Etowah River Water Trail	North GA Water Trail (Coosawattee Blue Trail)
Okefenokee Canoe Trail	Ocmulgee River Water Trail
St. Mary's River Trail	Toccoa Canoe Trail
Upper Chattahoochee River Water Trail	Southeast Coast Salt Water Paddling Trail
Augusta Canal	

Source: Georgia River Network

There are several other factors that lend support for the creation of the South River Water Trail. First, Americans want access to their rivers, lakes, and streams (America's Great Outdoors Initiative, 2010). Since

most people live in urban areas, this desire for access must also be concentrated in these areas. Yet, stream revitalization remains relatively lacking in urban areas where people are most concentrated (Moran, 2010). The South River Water Trail will open the door for people to enjoy this scarce, valuable, and underutilized natural amenity located right in their own community.

Second, we all know that location is the key to higher property values. Driven by desirability, most people would like to live near water, and scarcity, the amount of waterfront property is very limited, one of the largest influences on the value of a piece of property is its proximity to water. Whether located near an ocean, lake, or river, people pay more for waterfront property. With the amenities and other improvements that the South River Water Trail will bring, there is the potential for increased property values near the river.

Finally, communities throughout Georgia are realizing the economic benefit of promoting their rivers and waterways. The South River Water Trail would become a part of the outdoor recreation industry that provides 6.1 million American jobs, \$39.9 billion in federal tax revenue, and \$39.7 billion in state/local tax revenue. In Georgia, approximately 1 million paddlers participate in the sport. More than \$23 million dollars is spent in the state on recreation. Source: Broad River Watershed Association.

The South River Water Trail will offer recreation, education, scenic, cultural, and historic venues, economic development opportunities, and the possibility of increased property values for homeowners.

The investment in better water quality has been made and is paying dividends through increased use and support for the river. The work required to make the South River Water Trail a reality can be the catalyst that keeps this momentum going.

End