



New River Conservancy

BUSINESSES FOR THE NEW RIVER

*PROTECTING THE WATERS, WOODLANDS, AND WILDLIFE
OF THE NEW RIVER WATERSHED*

\$2500 River Heroes

Prominent Logo Placement and Significant Description with Link on **Businesses for the New** Webpage
Prominent Logo Placement on **Businesses for the New** Poster Used at All NRC Events
NRC Staff, Volunteer, or Board Member will be Available for Your Organization's Events
Special Invitation to NRC Events
Proactive Cross Promotion on Social Media
SWAG Gift of 2 NRC T-shirts, 2 NRC Hats, and Stickers
Public Acknowledgement of Partnership on Social Media and Press Release
Framed Desk Display
Window Decal

\$1000 Clean Water Warriors

Logo Displayed with Brief Description & Link on **Businesses for the New** Webpage
Logo displayed on **Businesses for the New** Poster Used at All NRC Events
Special Invitation to NRC Events
Cross Promotion on Social Media upon Request
SWAG Gift of 2 NRC T-shirts or 2 NRC Hats and Stickers
Public Acknowledgement of Partnership on Social Media and Press Release
Framed Desk Display
Window decal

\$500 New River Guardians

Logo Displayed with Link on **Businesses for the New** Webpage
Logo displayed on **Businesses for the New** Poster used at all NRC Events
Cross Promotion on Social Media upon Request
SWAG gift of 1 NRC T-shirt or 1 NRC Hat and Stickers
Public Acknowledgement of Partnership on Social Media and Press Release
Framed Desk Display
Window decal

\$250 Friends of the New River

Organization Name with Link Listed on **Businesses for the New** Webpage
Organization Name displayed on **Businesses for the New** Poster used at all NRC Events
Cross Promotion on Social Media upon Request
Public Acknowledgement of Partnership on Social Media and Press Release
Window Decal



www.newriverconservancy.org

All questions and concerns should be directed to Communications & Outreach Coordinator: Summer Rich
Ph: (336) 846-6267 Ext 326 | Email: summer@newriverconservancy.org



New River Conservancy

Businesses for the New River

*Protecting the Waters, Woodlands, and Wildlife
of the New River Watershed*

Who We Are

New River Conservancy's (NRC) origins are in the late 1960's as people organized to fight the construction of two dams on the New River that would have flooded 42,000 acres of land in North Carolina and southwestern Virginia. The proposed dams would have displaced 2,700 people and their homes, family farms, summer cabins, churches, and cemeteries. Recognizing the magnitude of the impacts the dams would impose on the surrounding community, a group of concerned citizens came together to give the river a voice. The dedicated group of volunteers was successful in 1976 when the dam proposal was defeated after a 26.5 mile section of the river was designated a Federal Scenic River and signed into law by President Gerald Ford. In 1991, the New River Conservancy reorganized and became a local, grassroots, non-profit organization dedicated to protecting the waters, woodlands, and wildlife of the New River Watershed.

Since our humble beginnings, NRC has:

- Protected nearly 10,000 acres of land including 2,000 acres for state parks, 4 river accesses, and the rest are farms and forests.
- Restored over 103 miles of stream buffer by planting over 850,000 trees and shrubs.
- Removed 417,380 pounds of trash, including 12,136 tires, by recruiting 7,397 volunteers.
- Collected water quality data from nearly 100 different locations, trained at least 120 volunteer water quality monitors.
- Dealt with issues from municipal water supplies, natural gas pipelines, asphalt plants, mines, failing wastewater treatment systems, and many other polluting industries.
- And, starting in 2019, NRC developed a robust partnership program to better tackle the needs of the watershed.

See the attached map for a distribution of NRC's work throughout the New River Watershed.

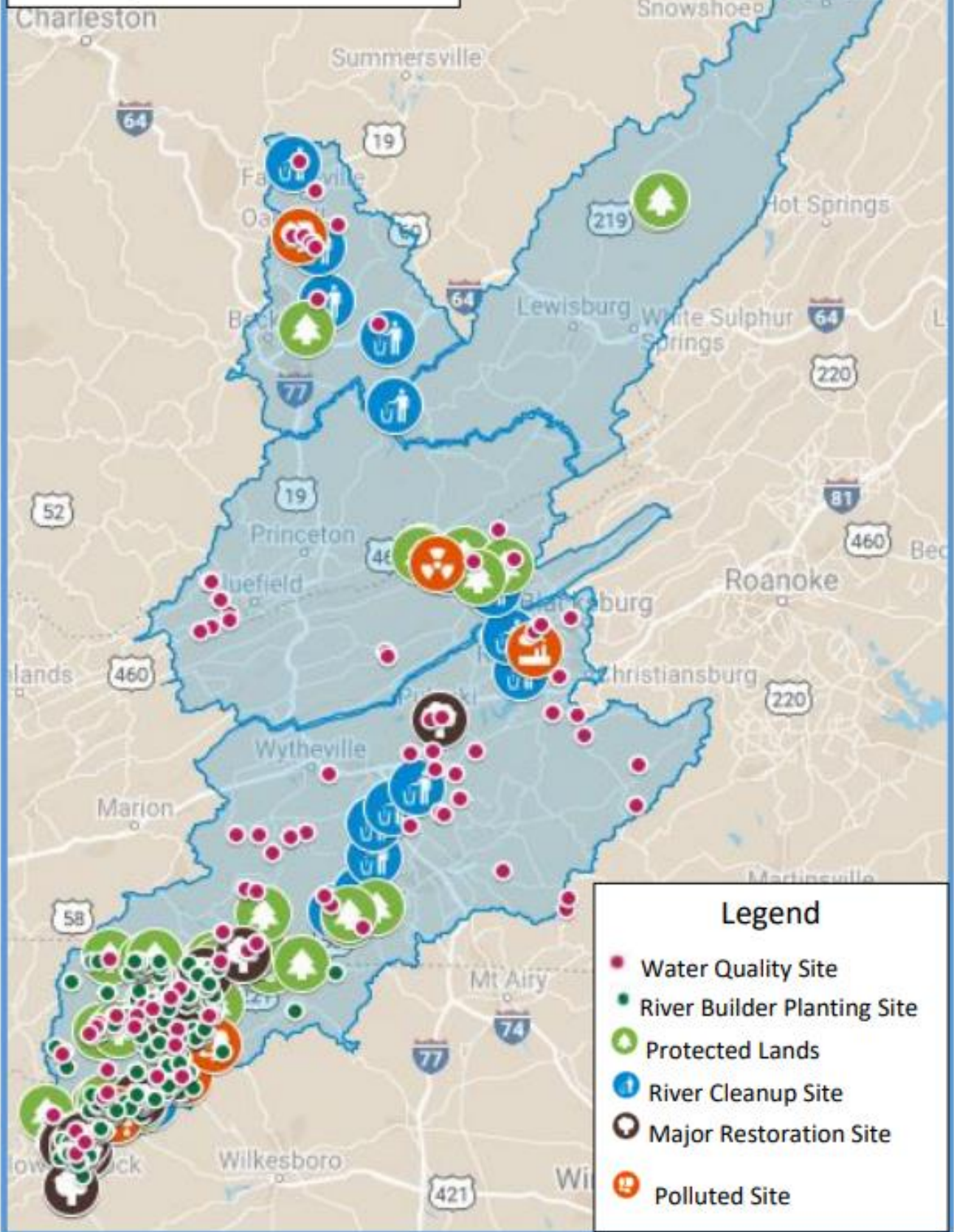
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New River Conservancy PROJECT DISTRIBUTION



Legend

- Water Quality Site
- River Builder Planting Site
- Protected Lands
- River Cleanup Site
- Major Restoration Site
- Polluted Site