

**Deadline:**  
**April 11, 2025**



# ADOPT-A-STREAM

## SPONSORSHIP OPPORTUNITIES

Volunteer-led water quality monitoring program.

**Program overview:** The Adopt-A-Stream program trains community members to monitor the health of streams within the Grand Traverse Bay watershed through the surveying of aquatic insects. Aquatic insects are indicators of stream health because of their known tolerances to pollutants.

**How our community benefits:** Adopt-A-Stream provides high quality data that is used in management decisions by local and state resource professionals. Data is used to establish water quality baselines, identify issues, track changes over time, assess restoration efforts, and is used to help advocate for clean and healthy streams.



**\$1,000**  
**RIVER SPONSOR**

**Benefits:**

- Credited in press release for TWC's Adopt-A-Stream one-day volunteer training
- Logo displayed on Adopt-A-Stream page of TWC's website
- Individual recognition post on TWC's social media



**\$500**  
**STREAM SPONSORS**

**Benefits:**

- Name listed on Adopt-A-Stream annual report
- Logo displayed on TWC's mobile monitoring trailer
- Credited in a TWC e-news

**\$300**  
**CREEK SPONSOR**

**Benefits:**

- Listed on TWC's donor honor roll
- Name listed on Adopt-A-Stream page of TWC's website
- Tagged in annual Adopt-A-Stream sponsor recognition post on TWC's social media

*Sponsors will receive the benefits exclusive to their level in addition to the benefits of lower tiers.*

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