

2026

SPONSORSHIP OPPORTUNITY



**CATAWBA
RIVERKEEPER®**



SWIM GUIDE SPONSORSHIP

PROMOTING SAFE RECREATION ACROSS THE CATAWBA-WATEREE RIVER BASIN

Every summer, thousands of families, paddlers, swimmers, anglers, and visitors ask a simple question: “Is it safe to swim here?”

In partnership with the nationally recognized Swim Guide program, Catawba Riverkeeper helps answer that question by monitoring water quality at popular swimming and recreation sites across the Catawba-Wataree River Basin.

Every week, Riverkeeper staff, interns, volunteers, and community partners collect and analyze water samples throughout the summer recreation season. Results are published on social media and the Swim Guide website every Friday between Memorial Day and Labor Day. Catawba Riverkeeper uses an easy-to-understand green, yellow, and red stoplight system so the public can make informed decisions before heading to the water. This year we are also expanding to include guidance for secondary recreation (wading, fishing, kayaking, tubing etc.) following new guidelines from the North Carolina Department of Environmental Quality.

Last season alone, Catawba Riverkeeper’s Swim Guide pages received more than 500,000 views, making the program one of the region’s most visible and trusted public service initiatives.



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A CLOSER LOOK AT SWIM GUIDE

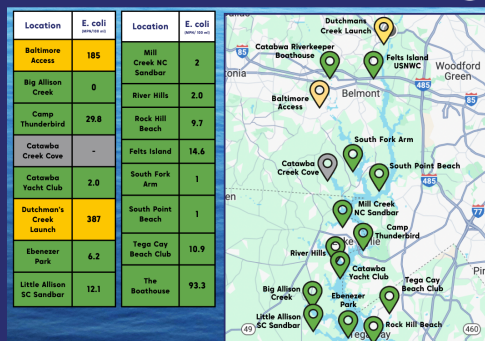
WHY DOES SWIM GUIDE MATTER?

Contact with water containing elevated levels of fecal bacteria can lead to illness, infection, and skin irritation. Swim Guide testing focuses on E. coli, a nationally recognized indicator of fecal contamination and potential sewage pollution.

HOW DOES IT WORK?

- Each Thursday morning, volunteers collect water samples at 66 popular swimming sites
- Samples are analyzed in Catawba Riverkeeper's laboratory
- Results are uploaded Friday afternoon before peak weekend recreation begins
- Data is shared locally and nationally through Swim Guide platforms and social media

LAKE WYLIE | MAY 22, 2026



**SAFE TO
SWIM**



**SAFE TO
PADDLER**



**NO
RECREATING**



NO DATA

The 2026 Swim Guide Program Includes:

- 66 monitored swim sites
- 15 volunteer sampling boats
- Dozens of trained volunteers
- Weekly regional public health information
- Internationally visible online reporting

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SPONSORSHIP LEVELS

	Presenting Sponsor \$40,000	Watershed Sponsor \$10,000	Lake Sponsor \$5,000	Site Sponsor \$500
Availability	Currently Secured	5 Available	6 Participating Lakes	60 Available
Exclusive "Presented By" recognition	X	--	--	--
Logo placement on Catawba Riverkeeper Swim Guide website	X (Premier Placement)	X (Large Placement)	--	--
Featured social media/partnership storytelling	X	X	--	--
Recognition on all 15 sponsored boat flags	X	X	X Boat Flags on 1 Lake	--
Logo on volunteer/boat captain/staff vests	X	X	X	--
Recognition across Swim Guide communications	X	X	X	X

YOUR SWIM GUIDE SPONSORSHIP DIRECTLY SUPPORTS:

- Water quality monitoring supplies and lab costs
- Volunteer coordination and training
- Fuel and transportation
- Data reporting and public communication
- Basin-wide recreational safety education



SWIM GUIDE SPONSORSHIP PACKET

THANK YOU!

The Swim Guide program would not be possible without an extraordinary network of volunteers, boat captains, interns, and supporters who help protect and monitor the waters our communities rely on every day. Thank you for considering becoming a Swim Guide Sponsor. With your support, you help:

- Protect public health
- Increase confidence in local recreation
- Support science-based water quality monitoring
- Expand environmental awareness across the region
- Keep the Catawba-Wateree Basin safe and accessible for everyone

TO LEARN MORE ABOUT BECOMING A SWIM GUIDE SPONSOR, CONTACT DR. MO DRINKARD, CATAWBA RIVERKEEPER EXECUTIVE DIRECTOR.

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