

# PARTNERING

TO SAVE A NATIONAL TREASURE

**Partner with us  
and demonstrate  
your business's  
commitment to a  
healthy environment  
and a thriving  
local economy.**



**CHESAPEAKE BAY  
FOUNDATION**

*Saving a National Treasure*

**CORPORATE  
PARTNERSHIP  
PROGRAM**



**The Chesapeake Bay Foundation (CBF) was founded in 1967 by local business leaders who believed the private sector should be part of the solution to restore the Chesapeake Bay.**

Today, the Bay is recovering thanks to the collective power of corporate leaders, community partners, legislative decision makers, and more than 300,000 CBF members, donors, and volunteers. With the support of partners like you, who appreciate the vital relationship between water quality and quality of life, we won't just save the Bay, we will keep it saved. **Join us!**

## CBF LEADS THE WAY

CBF is the largest independent conservation organization dedicated solely to saving the Bay—a national treasure on which the health and wellbeing of nearly 20 million people and 3,600 species of plants and animals depend. Today it is healthier than it was just five years ago. Water quality is improving. Wildlife habitat is increasing. Fishery populations are growing.

Our unmatched credibility is grounded in scientific expertise and a demonstrated record of success. No other organization has our local presence, history, or broad reach. We are educating tens of thousands of people each year and performing essential hands-on restoration. We ensure policies and protections are in place and upheld by our lawmakers to continue positive environmental momentum.

## AT CBF, WE:



# PATHWAYS TO PARTNERSHIP

CBF welcomes the opportunity to work with businesses who share our goal to restore and protect the Chesapeake Bay. We will work with you to develop a multi-faceted partnership that is tailored to your corporate sustainability and philanthropic goals, that will engage your employees and customers, and showcase your commitment to restoring a national treasure.

## Opportunities include:

- **Event Sponsorship:** Connect with thousands of potential customers by sponsoring one of CBF's signature events.
- **Brands for the Bay:** Drive loyalty and sales by engaging your consumers through a cause promotion that enables them to support Bay recovery while doing business with you.
- **Workplace Giving and Volunteerism:** Engage your employees with a workplace giving or matching gift program or create volunteer opportunities to get them directly involved.
- **Mission Support:** Provide critical support to CBF's work by investing in initiatives that align with your business goals or direct your grant or in-kind gift where support is needed most.



## Benefits

When you partner with CBF, you align with a recognized, effective leader. Benefits are tailored to the type and level of engagement and are designed to help you:



### INCREASE BRAND AWARENESS

CBF is recognized by 91% of Maryland, Pennsylvania, Virginia, and Washington, D.C. residents.



### ENGAGE EMPLOYEES

Boost recruitment and retention by offering employees tangible ways to make a difference.



### BUILD CUSTOMER LOYALTY

Consumers stand by companies that invest in community and national issues.

Your customized benefits-and-recognition package may include:

- Name in CBF's *Annual Report*
- Name or logo on CBF corporate partner web page
- Access to CBF logo for use in cause marketing campaigns
- Invitation to CBF special events
- Access to communications toolkit/templates
- Opportunity for dedicated employee volunteer experience

*Benefits and recognition may start at \$10,000 in commitments annually. Tailored partnerships and customized benefits will be developed with additional investment.*

**"Discovery is proud to support Chesapeake Bay Foundation in their mission to save the Bay and keep it saved. As a purpose-driven company with conservation core to our DNA, partnering with an organization like CBF is a win-win. They are having tremendous impact on a national environmental treasure, and we are thrilled to be a part of that effort and be able to extend the reach of our partnership to our employees, consumers, and communities."**

—David Leavy  
Chief Corporate  
Operating Officer  
Discovery, Inc.





## CHESAPEAKE BAY FOUNDATION

*Saving a National Treasure*

### Maryland

Philip Merrill  
Environmental Center  
6 Herndon Avenue  
Annapolis, MD 21403  
410-268-8816

Eastern Shore  
114 South Washington Street  
Suite 103  
Easton, MD 21601  
410-543-1999

Clagett Farm and CSA  
11904 Old Marlboro Pike  
Upper Marlboro, MD 20772

Maryland Oyster  
Restoration Center  
4800 Atwell Road  
Shady Side, MD 20764

### Pennsylvania

1426 North Third Street  
Suite 220  
Harrisburg, PA 17102  
717-234-5550

### Virginia

1108 East Main Street  
Suite 1600  
Richmond, VA 23219  
804-780-1392

Brock Environmental Center  
3663 Marlin Bay Drive  
Virginia Beach, VA 23455  
757-622-1964

Virginia Oyster  
Restoration Center  
1219 Franklin Road  
Gloucester Point, VA 23062

### Washington, D.C.

1615 M Street, NW  
Washington, DC 20036  
202-544-2232



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cbf.org



chesapeakebayfoundation



chesapeakebay



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OUR MISSION: Save the Bay™ and keep it saved,  
as defined by reaching a 70 on CBF's Health Index.



GuideStar Exchange  
Platinum Participation Level



America's Best Charities  
Seal of Excellence



Better Business Bureau  
Top-Ranked Charity