

# CITY SPLASH

**Benefiting the Charles River Conservancy**

**Saturday, July 18, 2026**

Be a part of this one-of-a-kind celebration in Boston! This afternoon event is expected to sell out, drawing 300+ registered swimmers, plus hundreds more enjoying an afternoon at Fiedler Field on the Esplanade. All of the money raised through sponsorship of this event enables restoration, education, and exploration along the Charles for all.

## Cannonball Sponsor

**\$25,000**

- Name/Logo listing as presenting sponsor on all event materials and publicity
- Exclusive 25-minute swim window at City Splash for up to 35 people
- Opportunity to speak during event
- Opportunity for customized service day or brown-bag presentation for up to 25 people
- Prominent Name/Logo listing on City Splash event page, CRC website, and monthly e-newsletter (distribution 10,000)
- Thank you recognition on social media



## Freestyle Sponsor

**\$10,000**

- Name/Logo listing on event materials and publicity
- Opportunity to attend service day or brown-bag presentation for up to 10 people
- Name/Logo listing on City Splash event page and monthly e-newsletter (distribution 10,000)
- Thank you recognition on social media



## Backflip Sponsor

**\$5,000**

- Name/Logo listing on event materials and publicity
- Name/Logo listing on City Splash event page and monthly e-newsletter (distribution 10,000)
- Thank you recognition on social media



## Corkscrew Sponsor

**\$2,500**

- Name/Logo listing on event materials and publicity
- Name/Logo listing on City Splash event page and monthly e-newsletter (distribution 10,000)



## Can Opener Sponsor

**\$1,000**

- Name/Logo listing on City Splash event page and monthly e-newsletter (distribution 10,000)



**New for 2026:** Be part of the excitement at City Splash! This year, we're offering a unique opportunity to join our vendor village. Set against the iconic backdrop of the Esplanade, with river swimmers dotting the scene, you can gain valuable visibility, connect with the community, and create memorable activations.

Email Laura at [ljasinski@thecharles.org](mailto:ljasinski@thecharles.org) for more details on how to secure your presence at City Splash and align your brand with this signature annual Boston event.

For more information or to become a sponsor, please email [ljasinski@thecharles.org](mailto:ljasinski@thecharles.org). This event is contingent on weather conditions and water quality testing. While we have a rain date of **July 19th**, this sponsorship opportunity is rain or shine!

# New! CITY SPLASH Sponsorship Opportunities

**Saturday, July 18, 2026**

Take advantage of these exclusive opportunities to really make a splash at this year's one-of-a-kind event on Boston's Charles River Esplanade. By committing to one of the following sponsorship opportunities, your brand will become an experiential part of the day for the 300+ swimmers, as well as many passersby enjoying a classic Boston outing.



Cejay Photography

## Vendor Village Sponsor

**\$3,500**

Put your brand in the center of the action with this **exclusive sponsorship of the Vendor Village**—where guests will enjoy food samplings, shopping locally made goods, and more. This area will focus on connecting event guests with local BIPOC-owned and mission-driven brands, artisans, and small businesses from within their own communities.

- Exclusive sponsorship opportunity
- Name/Logo listing on Vendor Village signage in prominent location (“Vendor Village Sponsored by...”)
- Name/Logo listing on City Splash event page
- Thank you recognition on social media



Cejay Photography

## Hydration Station Sponsor

**\$3,000**

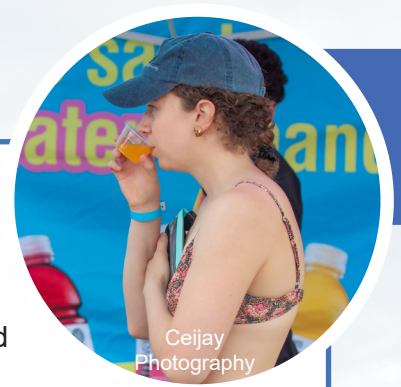
Keep swimmers hydrated all day long by sponsoring the water-filling station!

- Exclusive sponsorship opportunity
- Name/Logo listing on signage (“Hydration Station Sponsored by...”)
- Name/Logo listing on City Splash event page
- Brand exposure to 300+ event guests as well as passersby in high-traffic area
- Increase your impact with branded water bottles or reusable cups for an additional cost

## Sampling Sponsor

**\$500**

- Category Exclusivity—limited to three total sponsors
- Prominent placement at Vendor Village (10'x10' branded opportunity)
- Opportunity to sample your product to 300+ engaged event attendees and passersby in high-traffic area on Boston's Charles River Esplanade
- Name/Logo listing on City Splash event page
- Thank you recognition on social media



## Branded Giveaway

**\$3,000**

Transform your event sponsorship into a walking billboard for your brand by sponsoring the event's exclusive giveaway, such as a beach towel prominently featuring your logo. Not only will these items be highly photographed at the event, but brand exposure will extend far beyond City Splash, as swimmers will use them for years to come.

- Exclusive sponsorship opportunity
- Prominent Name/Logo inclusion on branded giveaway to first 150 event attendees
- Name/Logo listing displayed on tabletop signage at giveaway station
- Name/logo listing on City Splash event page
- Thank you recognition on social media



## Experiential Sponsor

**\$2,500**

Position your brand as an experience at City Splash by sponsoring the post-swim photo moment, the most photographed element of the day!

- Name/Logo listing on custom City Splash photo backdrop
- Prominent placement near swimming area
- Name/Logo listing on City Splash event page
- Brand exposure to 300+ engaged event attendees and passersby in high-traffic area on Boston's Charles River Esplanade
- Optional Add-On Photo Booth +\$1,000: Name/Logo listing on every digital photo, sent directly to guests' phones for sharing on social media



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