

ALABAMA BETA 2022: WET, HOT, BAMA SUMMER

ADVENTURE

COMMUNITY

CONSERVATION

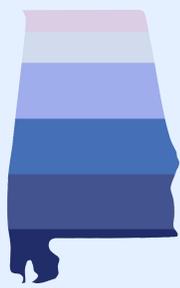
In just 2 events, dozens of teams from the growing "Beta Fam" community have pulled together to tackle hundreds of fun obstacles and tasks, over many challenging miles of the most beautiful country Alabama has to offer. Every memorable moment was documented live by our teams as they logged their bragging rights with photographic proof on instagram.

Check out #betaobjective19 to see what happened!

The Alabama Beta continues to work closely with Alabama's dedicated network of Waterkeepers, and has pledged a portion of the proceeds from this event for the protection of the natural waterways that are crucial to Alabama's unique and delicate natural splendor.



www.thealabamabeta.com



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WHEN:

July 15-17, 2022

WHERE:

The Coosa River Basin

Friday Night Social @ Coldwater Brewpub in Anniston, AL

Saturday Night Campout @ Cherokee Rock Village in Leesburg, AL

Sunday Awards @ Back Forty Beer Company in Gadsden, AL

WHAT:

The Alabama Beta is an event series and resource hub based in central Alabama built for a community of outdoor-minded people seeking adventure and supporting local conservation efforts. Participants will “Choose Your Own Adventure,” meaning we will provide ample opportunities for all walks of life to have a great time in the woods and on the water.

This year’s event is WET & WILD. We’re partnering with Coosa Riverkeeper, a local river conservation non-profit working to protect, restore, and promote the Coosa River and its tributaries in Alabama. All of the objectives are centered around getting into the many wild places and wet spaces in the Coosa River basin. Whether you’re a hiker, climber, kayaker, or conservation enthusiast, we’ve got an objective for you. We’ll have you chasing waterfalls and exploring the rivers and lakes that you’re used to in no time. Imagine the best of summer camp, hanging out with your friends on the trail or basking in the sun, all while exploring the best outdoor activities that the Coosa River basin has to offer.

Each objective is weighed based on its level of difficulty and/or impact on the surrounding natural world. Your team of 1-5 has roughly 40 hours to complete as many objectives as possible to win awesome gear and a hand painted paddle from Hank’s Bait Shop. Teams score points by uploading photos and videos to Instagram with specific hashtags when they complete each objective. We want to get you outside, exploring, and building community all FOR the river.

Sample Objectives in the Neely Henry Area:

4 points: SUP or Climb Gadrock*

1 point: Beer at Back40

2 points: Noccalula trail or waterfall

2 points: Swim at Hokes Bluff Mill Pond

4 points: Paddle Big Wills Outfitters*

3 points: Boulder at Horse Pens 40

4 points: Paddle Big Canoe Creek Outfitters*

1 point: Hushpuppies at Top O’ the River in Gadsden

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SPONSORSHIPS

The community The Alabama Beta has built is active, engaged and far reaching. This summer, we're teaming up with Coosa Riverkeeper, who has a deep connection with families in the 5,000 square mile watershed they work in. With a heart for exploration and conservation, the Wet, Hot, Bama Summer version of the well-known and loved Alabama Beta, is sure to amplify your business to over 795,000 unique users for this highly anticipated comeback!



RIVER - \$5,000

- Title tier logo & first listing in all marketing material
- First choice in placement of booth & banners at event locations
- Opportunity to contribute promotional material to all participants
- Regular mentions on social media throughout the season
- Complimentary team entry
- Exclusivity Clause
- Boat Ride with Coosa Riverkeeper



LAKE - \$2,500

- Top tier logo & second listing in all marketing material
- Second choice in placement of booth & banners at event locations
- Opportunity to contribute promotional material to all participants
- Regular mentions on social media throughout the season
- Complimentary team entry
- Exclusivity Clause



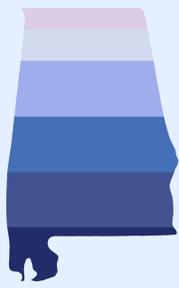
CREEK - \$1,000

- Top tier logo & third listing in all marketing material
- Third choice in placement of booth & banners at event locations
- Opportunity to contribute promotional material to all participants
- Regular mentions on social media throughout the season
- Complimentary team entry
- Exclusivity Clause



SPLASH (IN KIND SPONSORS)

The Alabama Beta welcomes sponsors at all levels of support. Financial contributions are critical, but products and services that align with The Alabama Beta mission are appreciated. Sponsors will enjoy exposure on all marketing material, distribution of promotional materials to participants, shoutouts on social media, and complimentary team entry. Supporting sponsors will be included in all promotional materials for the entire The Alabama Beta season.



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THE BENEFICIARY



Coosa Riverkeeper works to protect, restore, and promote the Coosa River and its tributaries in Alabama through patrolling the waters, educating the public, and advocating for the river.

Our organization works to answer the simple questions like “is it safe to swim?”, “are the fish safe to eat?”, and “what can I do to make the Coosa healthier for my community?” to ensure the public is aware of issues that impact the river, recreation, public health, and property value.

www.coosariver.org