

RAFT FOR AMERICA

2026 Sponsorship Overview



RAFT for America brings together people who don't always agree and invites them to paddle toward a shared goal. When the currents get rough, we rely on curiosity, courage, and each other and in that moment, we rediscover the spirit that makes our democracy work.



RAFT is not just a river trip. It's a living demonstration that Americans can still navigate differences with respect, trust, and generosity. Our stories have reached millions of people who are yearning for hope and hungry for connection.

As we approach our nation's 250th anniversary, RAFT for America offers a powerful cultural message: **We can choose collaboration over conflict and we do better when we paddle together.**

By becoming a RAFT sponsor, your company or organization joins a growing community committed to strengthening social trust, elevating constructive dialogue, and supporting communities across the country. Your partnership helps us amplify a narrative that unites rather than divides, creating impact far beyond the riverbank.

Why Sponsor RAFT for America?

A healthy democracy is good for business and community.* Business leaders are increasingly backing solutions to strengthen trust, civility, and social cohesion at work and beyond.

RAFT sponsors align themselves with:

- Partner-ready, non-partisan civic impact
- Positive national storytelling
- Connection and trust-building across differing viewpoints

Each river event generates:

- A visually compelling and powerful professionally produced video telling the story of the RAFT trip and participant impact
- National and local earned media opportunities
- Social sharing by participants, partners, and influencers

Each event also highlights local leaders, businesses, nonprofits, and real people whose stories resonate across divides. RAFT is a hopeful, forward-looking antidote to polarization.



**Research shows that democracy is a strong driver of a healthy economy, and spurs growth. A study by SHRM found that toxic workplace behaviors cost employers nearly \$2B per day.*

2026 RAFT Sponsorship Options

Investments above \$10,000

We will partner with your team to understand your brand's goals, and design a custom sponsorship package and activation that reflects a single river trip, or sponsorship of the full RAFT for America season. We seek to create an opportunity that elevates our shared values, message, and impact.

Bridge Builder - \$10,000

Sponsors at this level will receive:

- Sponsor logo on RAFT for America website
- Opportunity to seat up to 2 people at one RAFT event
- On-site recognition at one RAFT event
- Sponsor tagged in post-event social media
- Sponsor recognition in post-event RAFT video
- Customized social media post (~:30) with brand integration

Paddle Crew Partner - \$5,000

Sponsors at this level will receive:

- Sponsor logo on RAFT for America website
- Opportunity to seat up to 2 people at one RAFT event
- On-site recognition at one RAFT event
- Sponsor tagged in post-event social media

Rapid Rider Sponsor - \$2,500

Sponsors at this level will receive:

- Sponsor logo on RAFT for America website
- Opportunity to seat 1 person at one RAFT event
- On-site recognition at one RAFT event

River Supporter - \$1,000

Sponsors at this level will receive:

- Sponsor logo on RAFT for America website
- On-site recognition at one RAFT event

Friend of the River - \$500

Sponsors at this level will receive:

- Sponsor logo on RAFT for America website

For more information, reach out to Amy Sheldon at amy@teamdemocracy.org