Adopt-A-Street • Bike Trail • City Right of Way
Sponsor Guidelines

APPLICATION & CONTRACT
- An application must be completed and submitted to KRCB
  - **Keep Riverside Clean & Beautiful (KRCB) • 3985 University Ave. Riverside, CA 92501 Phone – 951.683.7100 x252 • Fax – 951.683.2670 • Email –** chernandez@riverside-chamber.com
- Upon an application being turned in, KRCB and the adopting organization agree on a <u>one-mile stretch</u> of *Street, Bike Trail, or City Right of Way* to be adopted, located within the <u>City of Riverside</u>
  - This completed form allows KRCB to finalize an adopted location
- Once a location is agreed upon by both parties, the application will be approved

SPONSORSHIP
- A $600 sponsorship is applied to each street ($600 per street)
- The term is one year; July 1 – June 30
- This sponsorship is due to KRCB before signs are ordered/installed and before cleanup/maintenance begins
- The sponsorship funds KRCB beautification projects and supports the community organization assigned to your street cleanup/maintenance

RECOGNITION SIGNS
- Each sponsor receives two recognition signs on both sides of *Adopted Street, Bike Trail or City Right of Way* **after** KRCB's Project Coordinator approves the application
- The adopting organization's name will be printed on the signs, as decided by the adopting organization and disclosed to KRCB
  - The application contains a section to indicate the name of your business/organization **"as it is to appear on the recognition signs"**
  - Signs measure 24" x 30"
  - **Please no** phone numbers, logos, or websites

CANCELLATION/ANNUAL RENEWAL
- Either party may cancel at any time
- Invoices will be sent to all participating sponsors in June
  - Payments received from these invoices will renew the sponsorship for the next year; July 1 – June 30
  - The sponsor/adopting agency will be responsible for any accrued fees that had not been cancelled at the renewal period

Keep Riverside Clean and Beautiful is a community volunteer program
Sponsored by the City of Riverside and the Greater Riverside Chambers of Commerce
Our Mission... To instill a sense of community pride by creating partnerships that work toward the beautification of the City