An estimated 250 people in kayaks, canoes and on SUPs will embark on a 5.5-mile trip along the Erie Canal/Mohawk River. This half-day excursion features beautiful scenery and impressive canal structures and locks. Experienced guides will lead paddlers past the remains of the historic Schoharie Aqueduct, between canal islands, and through Erie Canal Locks E12 and E11. The event concludes at Port Jackson with a catered lunch and celebration.

AUDIENCE: Paddlers from the Mohawk Valley, Capital-Saratoga Region, Central New York, Adirondacks and neighboring states.

PROMOTIONAL BENEFITS: Reach thousands of paddling enthusiasts through our promotional efforts and at this signature paddling event.

Your generous support will ensure a successful event while gaining valuable exposure for your business or organization.

FOR MORE INFORMATION: www.eriecanalway.org/watertrail
Sponsorship Levels and Benefits

PARTNER: $2,000
- Logo on eriecanalway.org/watertrail
- Logo on Paddle the Mohawk Valley flyers and ads (by March 1)
- Logo/mention with Paddle the Mohawk Valley article on Water Trail E-News
- Logo/mention on Facebook and Instagram posts
- Inclusion and quote in press release
- Six complimentary entries to Paddle the Mohawk Valley
- Table at post-event lunch
- Verbal recognition at Paddle the Mohawk Valley
- Recognition in Erie Canalway National Heritage Corridor Annual Report

STEWARD: $1,000
- Logo on eriecanalway.org/watertrail
- Logo/mention with Paddle the Mohawk Valley article on Water Trail E-News
- Four complimentary entries to Paddle the Mohawk Valley
- Information on display at post-event lunch
- Verbal recognition at Paddle the Mohawk Valley
- Recognition in Erie Canalway National Heritage Corridor Annual Report

SUPPORTER: $500
- Logo on eriecanalway.org/watertrail
- Logo/mention on Water Trail E-News
- Two complimentary entries to Paddle the Mohawk Valley
- Verbal recognition at Paddle the Mohawk Valley
- Recognition in Erie Canalway National Heritage Corridor Annual Report

DONOR: $250
- Logo on eriecanalway.org/watertrail
- Verbal recognition at Paddle the Mohawk Valley
- Recognition in Erie Canalway National Heritage Corridor Annual Report

Show your support of the Mohawk Valley, help preserve New York’s history, and promote the future of the canal and its vibrant communities.

Promotional Reach
- Consumer shows and conferences: Adirondack Sports Summer Expo (3/21-22; Saratoga Springs; 10,000 attendees) and The Great Upstate Boat Show (3/27-29; Queensbury; 10,000 attendees)
- Local/regional print, television and online media
- 2020 World Tour Paddling Film Festival screening (4/1; Saratoga Springs)
- Water Trail Facebook Group: 1,000+ followers
- Water Trail E-Newsletter: 800+ subscribers
- Erie Canalway E-News and Canalway Challenge E-News: 4,800+ subscribers
- Paddling and outdoor gear outfitters, fitness gyms and local paddling groups and clubs
- Events calendars for American Canoe Association, Paddling.com, and National Trails Day
- Montgomery County and municipal partners; local businesses

About the NYS Canalway Water Trail
The NYS Canalway Water Trail is comprised of over 450 miles of canals and interconnected lakes and rivers with more than 150 public access points for paddlers. The water trail follows the NYS Canal System across the full expanse of upstate New York, offering paddlers a wealth of places to visit and sights to see. The waterway flows through time and history, connecting magnificent scenery and remarkable communities, many of which have been welcoming canal travelers for 200 years.
2020 NYS Canalway Water Trail Projects

In addition to your sponsorship of Paddle the Mohawk Valley, your contribution will also support our new and ongoing programs for the NYS Canalway Water Trail. Your support enables us to offer these programs to communities across the Corridor.

- **Water Trail Signage** – New trail signs at more than 150 access sites.
- **Accessibility Design Standards** – Guidelines for launch sites, docks, and boat storage for accessibility and inclusion.
- **Adopt the Trail Stewardship** – Stewardship of launch sites and water trail.
- **Ticket to Paddle** – Summer program for middle schoolers to introduce kayaking/canoeing and water safety, while educating about the heritage of the Erie Canal.

**CONTACT:**

To discuss these opportunities in more detail, please contact:

**Mona Caron, Program Manager**  
(518) 237-7000 x 204; mona_caron@partner.nps.gov

**Bob Radliff, Executive Director**  
(518) 237-7000 x 203; bob_radliff@partner.nps.gov

The Erie Canalway National Heritage Corridor Commission and its non-profit partner, the Erie Canalway Heritage Fund work together to preserve our extraordinary canal heritage, promote the Corridor as a world-class tourism destination, and foster vibrant communities connected by more than 500 miles of historic waterway.

The Erie Canalway Heritage Fund, Inc. is recognized by the IRS as a 501(c)(3) nonprofit. Your contribution is tax deductible to the extent allowed by law. A copy of our latest annual financial report may be obtained by contacting our office at P.O. Box 219, Waterford, NY 12188 or the NYS Office of the Attorney General’s Charities Bureau at www.charitiesnys.com or (212) 416-8686.