

AN INVITATION TO SUPPORT

NYS CANALWAY WATER TRAIL

Your generous support will ensure the success of the NYS Canalway Water Trail and its programs while gaining valuable exposure for your business or organization.



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.

The Erie Canalway National Heritage Corridor and its nonprofit partner, the Erie Canalway Heritage Fund, Inc. are leading the development of the water trail. Show your support during its bicentennial period and be a part of ensuring a vibrant future along New York's canals for the next 100 years.



P.O. Box 219 | Waterford, NY 12188
518-237-7000 | www.eriecanalway.org

FOR MORE INFORMATION:
www.eriecanalway.org/watertrail



Sponsorship Levels and Benefits for 2024

PARTNER: \$5,000

- Logo on eriecanalway.org/watertrail
- Logo and article recognizing sponsor in monthly Water Trail E-News
- Logo and mention on Facebook and Instagram
- Recognition in Erie Canalway Annual Report
- Logo on Multiday Paddling Journey event flyers and ads
- Verbal recognition at paddling event
- Table at post-event lunch

STEWARD: \$2,500

- Logo on eriecanalway.org/watertrail
- Logo and article recognizing sponsor in monthly Water Trail E-News
- Recognition in Erie Canalway Annual Report
- Verbal recognition at paddling event
- Information on display at post-event lunch

SUPPORTER: \$1,000

- Logo/mention on Water Trail E-News
- Recognition in Erie Canalway Annual Report
- Verbal recognition at paddling event

DONOR: \$500

- Recognition in Erie Canalway Annual Report
- Verbal recognition at paddling event



Show your support for the NYS Canalway Water Trail during its bicentennial period and be a part of ensuring a vibrant future along New York's canals for the next 100 years.

Reach thousands of paddling enthusiasts

3,200

Water Trail Facebook Group members

3,400

Water Trail E-Newsletter subscribers

12,000

Erie Canalway E-News and Canalway Challenge E-News subscribers

Plus...

- Regional print, television and online media
- Paddling and outdoor gear outfitters
- Consumer shows and conferences
- Local communities, clubs, and businesses
- Event calendars for National Trails Day, American Canoe Association, and paddling.com





NYS Canalway Water Trail Bicentennial Initiatives

Erie Canalway is seeking to maximize community impact opportunities along the NYS Canalway Water Trail during the Erie Canal's Bicentennial in 2024-2025. In addition to celebrations and commemorations, we are embarking on several Water Trail improvement projects that will **leave our own legacy as we bring more paddlers to our legendary waterways.**

YOUR CONTRIBUTION WILL SUPPORT

- **Multiday Paddling Journey–June 2024:** Support our inaugural 45-mile journey in the Mohawk Valley over three days and two nights. Our group will travel the historic waterway in celebration of the Erie Canal bicentennial.
- **Paddler Access, Amenities and Stewardship:** Support the evaluation and development of a plan that will guide mile-by-mile improvements and paddler amenities to help create a world-class paddling experience.
- **Stewardship Program:** Help us expand the number of volunteer stewards who maintain and monitor the Water Trail for safe and easy access.
- **Community Assistance:** Support funding and technical assistance to municipalities and organizations that enhance facilities for paddlers. We offer grants and paddling resources including the *NYS Canalway Water Trail Guidebook & Map Set, Second Edition*, *Hand Launch Facility Design Guide* and *Guide to Planning a Paddling Event*.

RECENT ACCOMPLISHMENTS

- Annual Paddle the Canals events have attracted 200 paddlers each year: Champlain 200 (2023); On the Erie (2022); Mohawk Valley (2021); Waterford Flight (2019).
- *NYS Canalway Water Trail Guidebook & Map Set, Second Edition*, revised and published in 2022.
- The NYS Canalway Water Trail was designated a National Water Trail in 2022.
- Signage installed at more than 150 public access sites on the Erie, Cayuga-Seneca, Champlain, and Oswego canals in 2020.



CONTACT

To discuss these opportunities in more detail, please contact:

Mona Caron, Program Manager

(518) 237-7000 x 204

mona_caron@partner.nps.gov

Rebecca Keister, Development Manager

(518) 237-7000 x 221

rebecca_keister@eriecanalway.org



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.