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.

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, revised and published 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:

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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).


• 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.