



Promotional Partners

The **Canalway Challenge** invites people to trace history while tracking miles walking, running, cycling or paddling on the NYS Canal System and Canalway Trail. The free program includes a range of mileage options—1, 15, 90, 180, and 360 miles—so that people at all fitness levels can choose a mileage goal that suits their ability and participate.



Erie Canalway National Heritage Corridor is seeking promotional partners who can spread the word and encourage participation. In turn, we want the Canalway Challenge to be an exciting new tool you can use to help achieve your goals. Working together, we can reach broad audiences, generate excitement, and maximize the benefits of this initiative for all.

- Drive visitation to heritage sites, parks, local businesses, and other attractions in your community
- Maximize economic impact of canals, trails and recreational events
- Increase multi-day trips and the economic impact of canal travelers
- Enhance wellness and pride of place

WAYS TO BECOME INVOLVED

Think about the networks you have— members, visitors, colleagues, friends, organizations—and ways that you could share information. We're looking for partners who will incorporate the Canalway Challenge into their communications from April through October (see list of options).

WE'LL MAKE IT EASY

We will provide a promotional tool kit with sample social media posts, images, and videos, and we'll provide rack cards, tabletop displays, and outdoor banners as needed to best suit the type of promotion you want to do. We'll also send you monthly updates to keep you informed and share ideas for spreading the word.



FOR INFORMATION

www.canalwaychallenge.org

PROMOTIONAL IDEAS

- ☐ Share a Canalway Challenge social media post once a month or create your own with sample text and graphics. Use: @ErieCanalway and #CanalwayChallenge
- ☐ Send an email to your members, colleagues, friends, or other associates with information and encourage their participation.
- ☐ Include the Challenge in your volunteer information / training so that volunteers are well versed in the Canalway Challenge and know how to direct visitors.
- ☐ Place a banner, poster, tabletop display, and rack cards in a visible location.
- ☐ Link from your website to the Canalway Challenge. We can provide graphics and calls to action.
- ☐ Include an article in your newsletter. We can write a custom article for your audience.
- ☐ Incorporate the Canalway Challenge into an event or tour, such as a 5K run, paddle event, or cycling tour—these are great ways for participants to log miles toward their goal. We can provide stickers to give away and information to encourage signups.
- ☐ Show the Canalway Challenge one-minute promotional video at a board or staff meeting to raise awareness. Hand out the one-page information sheet or direct people to www.canalwaychallenge.org for more information.
- ☐ Hand out trail cards and talk with trail users about participating. We can supply you with business card-sized Canalway Challenge cards.
- ☐ Hang a banner at your site.
- ☐ Challenge your colleagues to sign up and participate.
- ☐ **SIGN UP!** Choose your goal and participate in the Canalway Challenge. Pick places you haven't been before to log your miles or walk, run, cycle or paddle on your favorite stretches of waterway or trail close to home.
- ☐ **CONTACT US with your ideas and suggestions.**

BECOME A PARTNER

Join our community of more than 70 Promotional Partners! Send us an email with your name, organization, e-mail, and phone number.

We'll add you to the list of Promotional Partners. It's that simple.

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