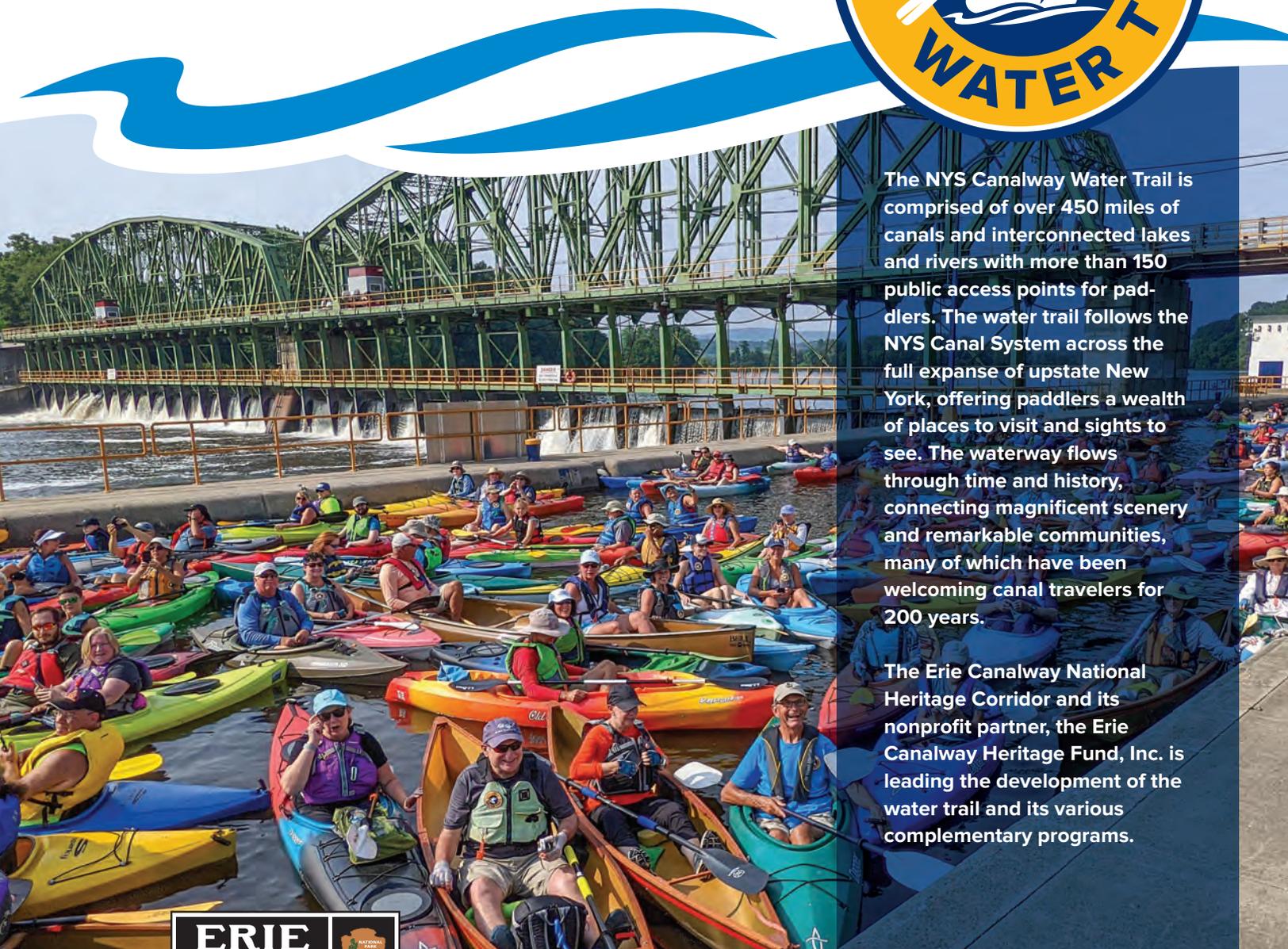


AN INVITATION TO SUPPORT

NYS CANALWAY WATER TRAIL

Your generous support will ensure the success of the 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. is leading the development of the water trail and its various complementary programs.



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 2022

PARTNER: \$5,000

- Full page ad in NYS Canalway Water Trail Guidebook & Map Set, 2nd edition
- 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 event flyers and ads
- Inclusion and quote in event press release
- Six complimentary passes to paddling event
- Table at post-event lunch
- Verbal recognition at paddling event

STEWARD: \$2,500

- Half-page ad in NYS Canalway Water Trail Guidebook & Map Set, 2nd edition
- Logo on eriecanalway.org/watertrail
- Logo and article recognizing sponsor in monthly Water Trail E-News
- Recognition in Erie Canalway Annual Report
- Four complimentary passes to paddling event
- Information on display at post-event lunch
- Verbal recognition at paddling event

SUPPORTER: \$1,000

- Logo on eriecanalway.org/watertrail
- Logo in monthly Water Trail E-News
- Recognition in Erie Canalway Annual Report
- Two complimentary passes to paddling event
- Verbal recognition at paddling event

DONOR: \$500

- Logo on eriecanalway.org/watertrail
- Recognition in Erie Canalway Annual Report
- One complimentary pass to paddling event
- Verbal recognition at paddling event



Show your support for the Water Trail, help preserve New York's history, and promote the future of the canal and its vibrant communities.

Promotional Reach

Reach thousands of paddling enthusiasts through our promotional efforts.

- Regional print, television and online media
- Water Trail Facebook Group: 2,300+ followers
- Water Trail E-Newsletter: 1,800+ subscribers
- Erie Canalway E-News and Canalway Challenge E-News: 7,500+ subscribers
- 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





Recent NYS Canalway Water Trail Initiatives

Your contribution supports our programs for the NYS Canalway Water Trail:

- **Paddling Events** which introduce hundreds of paddlers to the Water Trail each year.
- **NYS Canalway Water Trail Guidebook & Map Set**, 2nd edition of mile-by-mile guide with new launch sites and updated information to be published in 2022.
- **Signage** at more than 150 launch sites.
- **Stewardship Program** with volunteer ambassadors who help to ensure clean and safe launches.
- **Hand Launch Design Standards** for launch sites, docks, and boat storage that specifically addresses the needs of canal communities.
- **National Water Trail Designation** application submitted to recognize the unique recreational opportunities along the canals. Announcement anticipated in June 2022.

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.