

AN INVITATION TO SUPPORT

2025

NYS CANALWAY WATER TRAIL

The NYS Canalway Water Trail encompasses more than 450 miles of canals and interconnected lakes and rivers with more than 150 public access points. Under leadership of the Erie Canalway National Heritage Corridor, water trail programs include stewardship, maintenance, paddling events, and promotion as a premier recreation and tourism destination.



STEWARDSHIP & CONSERVATION

Support volunteer stewards in their conservation, maintenance and monitoring of the Water Trail and public access sites

COMMUNITY ASSISTANCE

Support the Upstate New York paddling community through program collaboration and resources including the *NYS Canalway Water Trail Guidebook & Map Set, Second Edition*, *Hand Launch Facility Design Guide* and *Guide to Planning a Paddling Event*

RECREATIONAL AMENITIES

Support development of Water Trail paddler amenities and improvements

PADDLING EVENTS

Support our annual Paddle the Canals events which bring hundreds of paddlers from NYS and surrounding states to the canalway

OUR IMPACT THROUGH 2024

410

miles of Water Trail maintained

79

volunteer stewards engaged

800

attendees at annual
Paddle the Canals events

150

public access sites identified by signage

2024-2025

amenities study to assess
public access site needs



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

FOR MORE INFORMATION:
www.eriecanalway.org/watertrail



Partnership Benefits

CLASS V (PRESENTING): \$10,000

- Exclusive recognition as NYS Water Trail Program presenting sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinner (fall 2025)
- Logo included in 2025 Erie Canalway Map & Guide
- High visibility during annual paddling event and promotion, including advertising, event signage, speaking opportunity, and post-event celebration table
- Supporter spotlight article in Water Trail E-News, with logo and/or photo, reaching 3.5K subscribers
- Three (3) supporter posts on Water Trail Facebook group page with 3.6K members
- Exhibitor table at 2025 World Canals Conference in Buffalo, NY, September 2025, (\$1.5K value) with one conference registration included

CLASS IV: \$5,000

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinner (fall 2025)
- Logo included in 2025 Erie Canalway Map & Guide
- High visibility during annual paddling event and promotion, including advertising, event signage, and post-event celebration table
- Visibility in Water Trail E-News, with logo, reaching 3.5K subscribers
- Two (2) supporter posts on Water Trail Facebook group page with 3.6K members

CLASS III: \$2,500

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinner (fall 2025)
- High visibility during annual paddling event and promotion, including advertising, and event signage
- Visibility in Water Trail E-News, with logo, reaching 3.5K subscribers
- Two (2) supporter posts on Water Trail Facebook group page with 3.6K members

CLASS II: \$1,000

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinner (fall 2025)
- Visibility in Water Trail E-News, with logo, reaching 3.5K subscribers
- Two (2) supporter posts on Water Trail Facebook group page with 3.6K members

CLASS I: \$500

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinner (fall 2025)
- One (1) supporter post on Water Trail Facebook group page with 3.6K members



CONTACT

To discuss these opportunities in more detail, please contact:

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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.