

# AN INVITATION TO SUPPORT Erie Canalway Tourism



Erie Canal, Brockport

**Your generous support will promote world class tourism experiences and heighten excitement of the canal's 200th Anniversary, while gaining valuable exposure for your business or organization.**

The Erie Canalway National Heritage Corridor offers visitors unparalleled opportunities to experience the canals that transformed America. Traveling by boat, bike, car or on foot, travelers can explore more than 500 miles of navigable waterways and trails, enjoy canal communities and events, and touch history at numerous museums and historic sites.

We are leading the way to promote canal tourism and provide engaging visitor information and programs that connect visitors with the best sites and experiences along the canals.

**Join us.**





## INITIATIVES and PROGRAMS

Your contribution supports critical tourism promotion, recreational initiatives, and visitor information, including:

- **Erie Canal Bicentennial**—We're helping communities and attractions *Celebrate 200!* with a social media toolkit, banners, giveaways, and special events, in partnership with I Love NY.
- **Canalway Challenge**—Individuals, teams, and organizations have created more than 6,000 challenges and logged 970,000 miles to date.
- **Erie Canalway Map & Guide and Calendar**—These popular publications are sought-after by thousands of visitors and residents alike.
- **Travel Itineraries and Trip Planning**—Multiday trips and excursions help visitors enjoy an incredible journey and discover some of the best communities, food, and sites of interest along the canals. Itineraries include information about accessibility to make it easier for people of all abilities to experience the canals.
- **Online NYS Canals Map**—Attractions, parks, canal amenity centers, marinas, launch sites, and more help visitors plan and explore all the canals have to offer.
- **Canal Event and Festival Promotion**—Events draw hundreds of thousands of visitors and generate more than \$1 million in economic impact each year.

### PROMOTIONAL REACH

There are 200 communities, including Buffalo, Rochester, Syracuse, and Albany, located within the National Heritage Corridor. In addition to reaching residents, clubs, and businesses within these communities, participation in consumer travel shows and conferences extends our reach well beyond the borders of New York State.

**3.3 million**

estimated visitors to the canals each year for events, tours, and cultural attractions

**60,000**

Erie Canalway Map & Guide distributed annually

**18,000**

Erie Canalway Calendar distributed annually

**450,000**

Website Visitor page views

**22,600**

Erie Canalway and Canalway Challenge social media followers

**11,900**

Erie Canalway newsletter subscribers



# SPONSORSHIP BENEFITS

- ✓ **Demonstrate leadership in supporting tourism and economic vitality of the entire 500-mile canal corridor**
- ✓ **Generate good will among canal community residents, leaders, visitors, legislators, and other decision makers**
- ✓ **Promote boating, cycling, tours, events, and visitation**

## **PARTNER . . . . . \$5,000**

- Logo displayed in the 2023 Erie Canalway Map & Guide (released in May) and 2024 Erie Canalway Calendar
- Opportunity for inclusion of content relevant to visitors and consistent with the theme in Map & Guide
- Acknowledgement in press release and newsletter announcing the releases of the Map & Guide and Calendar
- Logo on [eriecanalway.org/explore](http://eriecanalway.org/explore) and [canalwaychallenge.org](http://canalwaychallenge.org)
- Logo and mention on Facebook and Instagram
- Recognition in Erie Canalway Annual Report
- Four complimentary tickets to Champlain Canal Bicentennial Paddling Event, held 7/29/23

## **PROMOTER . . . . . \$2,500**

- Logo displayed in the 2023 Erie Canalway Map & Guide (released in May)
- Acknowledgement in press release and newsletter announcing the release of the Map & Guide
- Logo on [eriecanalway.org/explore](http://eriecanalway.org/explore) and [canalwaychallenge.org](http://canalwaychallenge.org)
- Recognition in Erie Canalway Annual Report
- Two complimentary tickets to Champlain Canal Bicentennial Paddling Event

## **SUPPORTER . . . . . \$1,000**

- Logo displayed in the 2023 Erie Canalway Map & Guide
- Acknowledgement in press release and newsletter announcing the release of the Map & Guide
- Recognition in Erie Canalway Annual Report
- One complimentary ticket to Champlain Canal Bicentennial Paddling Event

### **CONTACT**

To discuss these opportunities in more detail, please contact

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### **ERIE CANALWAY HERITAGE FUND, INC.**

PO Box 219

Waterford, NY 12188

The **Erie Canalway Heritage Fund** is 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 or the NYS Office of the Attorney General's Charities Bureau, [www.charitiesnys.com](http://www.charitiesnys.com) or (212) 416-8686.