

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. are leading the development of the water trail. Your generous support will help us heighten excitement for the canal's 200th anniversary.



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 2023

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 Paddle the Canals event flyers and ads
- Inclusion and quote in event press release
- Six complimentary passes to Erie Canalway paddling event
- 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
- Four complimentary passes to Erie Canalway paddling event
- Verbal recognition at paddling event
- Information on display at post-event lunch

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 Erie Canalway 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: 2,800+ followers
- Water Trail E-Newsletter: 2,500 subscribers
- Erie Canalway E-News and Canalway Challenge E-News: 9,400 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





NYS CANALWAY WATER TRAIL



NYS Canalway Water Trail Initiatives

Your contribution supports our programs and outreach:

- **Stewardship Program** with 75 volunteer ambassadors who help to ensure clean and safe launches.
- **Paddle the Canals Events** which introduce hundreds of paddlers to the Water Trail each year. 2023 Champlain Canal 200! and 2024 Bicentennial Journey, a multiday trip in the Mohawk Valley.
- **NYS Canalway Water Trail Guidebook & Map Set, 2nd Edition** of mile-by-mile guide with updated information released in 2022.
- **Community Assistance** to help municipalities enhance facilities for paddlers, including **Hand Launch Design Standards** and **Guide to Planning a Paddling Event**.
- **National Water Trail Designation** secured in 2022.



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.