

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 2021

PARTNER: \$2,000

- 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 Mohawk Valley flyers and ads*
- Inclusion and quote in event press release
- Six complimentary passes to Paddle the Mohawk Valley*
- Table at post-event lunch*
- Verbal recognition at Paddle the Mohawk Valley*

STEWARD: \$1,000

- 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 Paddle the Mohawk Valley*
- Information on display at post-event lunch*
- Verbal recognition at Paddle the Mohawk Valley*

SUPPORTER: \$500

- Logo on eriecanalway.org/watertrail
- Logo in monthly Water Trail E-News
- Recognition in Erie Canalway Annual Report
- Two complimentary passes to Paddle the Mohawk Valley*
- Verbal recognition at Paddle the Mohawk Valley*

DONOR: \$250

- Logo on eriecanalway.org/watertrail
- Recognition in Erie Canalway Annual Report
- One complimentary pass to Paddle the Mohawk Valley*
- Verbal recognition at Paddle the Mohawk Valley*



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

Paddle the Mohawk Valley

SATURDAY, JUNE 5, 2021

National Trails Day

Schoharie Crossing State Historic Site to Amsterdam

An estimated 250 people in kayaks and canoes will embark on a 5.5-mile trip along the Erie Canal/Mohawk River. This half-day excursion features beautiful scenery and impressive canal structures and locks. Experienced guides will lead paddlers past the remains of the historic Schoharie Aqueduct, between canal islands, and through Erie Canal Locks E12 and E11. The event concludes at Port Jackson/Amsterdam with a catered lunch and celebration.

** Event contingent upon receiving state and local approvals with regards to status of the pandemic. If necessary, the event will be held at a later date when safe to do so and all benefits will be applied then.*

Promotional Reach

Reach thousands of paddling enthusiasts through our promotional efforts.

- Regional print, television and online media
- Water Trail Facebook Group: 1,600+ followers
- Water Trail E-Newsletter: 1,200+ subscribers
- Erie Canalway E-News and Canalway Challenge E-News: 5,500+ 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



NYS CANALWAY WATER TRAIL



2020-21 NYS Canalway Water Trail Projects

Your contribution will also support our new and ongoing programs for the NYS Canalway Water Trail. Your support enables us to offer these programs to communities across the Corridor.

- **Water Trail Signage** – New trail signs at more than 140 launch sites.
- **Adopt the Trail Stewardship** – Stewardship of launch sites and water trail.
- **Accessibility Design Standards** – Guidelines for launch sites, docks, and boat storage for accessibility and inclusion.
- **Canalway Challenge** – Incentives and recognition for people who complete mileage goals while tracing history and tracking miles on the Water Trail and Canalway Trail. Open to children, families, individuals and groups.



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.