

NYS CANALWAY WATER TRAIL

The NYS Canalway Water Trail encompasses more than 450 miles of canals and interconnected lakes and rivers with more than 160 public access points. Under leadership of the Erie Canalway National Heritage Corridor, water trail programs include stewardship, amenities, 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 with resources including the *NYS Canalway Water Trail Guidebook & Map Set*, *Hand Launch Facility Design Guide* and *Guide to Planning a Paddling Event*.

RECREATIONAL AMENITIES

Implementation and development of Water Trail paddler and boater amenities and improvements based upon the *Conditions Evaluation and Long-Term Planning for Recreational Amenities on the Erie Canal*.

PADDLING EVENTS

Support our annual Paddle the Canals events which bring hundreds of paddlers from NYS and 15 states to the Canalway.

OUR IMPACT THROUGH 2025

450

miles of Water Trail maintained

93

volunteer stewards engaged

1,500

volunteer hours on the Water Trail

1,100

attendees at annual
Paddle the Canals events

160

public access sites identified by signage





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 dinners (fall 2026)
- Logo included in *2026 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 3.8K subscribers and in Erie Canalway E-News with 7K subscribers
- Three (3) supporter posts on Water Trail Facebook group page with 3.8K members and Erie Canalway Facebook Group with 25K members, with Instagram post
- Full-page sponsor ad in the *NYS Canalway Water Trail Guidebook & Map Set, Third Edition (2027)*

CLASS IV: \$5,000

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinners (fall 2026)
- Logo included in *2026 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 3.8K subscribers
- Two (2) supporter posts on Water Trail Facebook group with 3.8K members and Erie Canalway Facebook Group with 25K members, with Instagram post
- Full-page sponsor ad in the *NYS Canalway Water Trail Guidebook & Map Set, Third Edition (2027)*

CLASS III: \$2,500

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinners (fall 2026)
- High visibility during annual paddling event and promotion, including advertising, and event signage
- Visibility in Water Trail E-News, with logo, reaching 3.8K subscribers
- Two (2) supporter posts on Water Trail Facebook group page with 3.8K members
- Half-page sponsor ad in the *NYS Canalway Water Trail Guidebook & Map Set, Third Edition (2027)*

CLASS II: \$1,000

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinners (fall 2026)
- Visibility in Water Trail E-News, with logo, reaching 3.8K subscribers
- One (1) supporter post on Water Trail Facebook group page with 3.8K members

CLASS I: \$500

- Recognition as NYS Water Trail Program sponsor online and in Erie Canalway print publications and at Stewardship Recognition dinners (fall 2026)
- One (1) supporter post on Water Trail Facebook group page with 3.8K members



CONTACT

To discuss these opportunities in more detail, please contact:

Mona Caron, Director of Trails & Stewardship

(518) 237-7000 x 204 or Mona_Caron@eriecanalway.org

Bob Radliff, Executive Director

(518) 237-7000 x 203 or Bob_Radliff@eriecanalway.org



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.