



AN INVITATION TO Foster Diverse & Accessible Recreation

The Erie Canalway National Heritage Corridor offers boaters, cyclists, paddlers, and hikers extraordinary opportunities to experience more than 500 miles of interconnected and multiuse waterways and trails.

WHY YOUR SUPPORT MATTERS

Your support positions New York's canal corridor as a premier destination for world class recreational experiences and advances the NYS Canal System as a national model for universal accessibility.

OUR KEY INITIATIVES:

EXPAND RECREATIONAL USE

Draw boaters, paddlers, cyclists, and other outdoor enthusiasts from local communities, across the nation, and around the world through dynamic promotion and marketing.

SUPPORT HEALTH AND WELLNESS

Champion fitness, inclusion, and community well-being—helping people of all abilities to discover the joy of active living through the Canalway Challenge and accessible recreation programs.

IMPROVE WATERWAY & TRAIL AMENITIES

Enhance trails, docks, signage, and visitor facilities to deliver exceptional experiences for everyone.

ECONOMIC IMPACT

Fuel local businesses, create jobs, and generate millions of dollars in economic impact by powering events and programs that attract thousands to New York's historic canals.

STRENGTHEN CANAL COMMUNITIES

Make the Canalway Corridor a catalyst for regional prosperity and pride.



OUR IMPACT

101,760

attendees at 37 community and corridor-wide events in 2025

\$6 million

estimated economic impact from the Canalway Challenge since 2019

2.4 million

Canalway Challenge miles logged since 2019

14,000

Canalway Challenge participants to date



Partnership Benefits

PARTNER: \$5,000

- Logo displayed monthly in Canalway Challenge e-news
- Logo displayed in Erie Canalway Map and Guide
- Logo displayed on ErieCanalway.org recreation and tourism website pages
- Name recognition in Erie Canalway Annual Report
- Recognition post on social media
- 10 Complimentary Erie Canalway Calendars

PROMOTER: \$2,500

- Logo displayed in Erie Canalway Map and Guide
- Logo displayed on ErieCanalway.org recreation and tourism website pages
- Name recognition in Erie Canalway Annual Report
- Recognition post on social media

SUPPORTER: \$1,000

- Name recognition in Erie Canalway Annual Report
- Recognition post on social media



PROMOTIONAL REACH

787,300

website visitor page views

70,000

Erie Canalway Map & Guides
distributed in 2024

36,800

social media followers

20,000

Erie Canalway Calendars distributed annually

17,700

newsletter subscribers

CONTACT

To discuss these opportunities,
please contact:

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The **Erie Canalway National Heritage Corridor** 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.