



# 10th Annual Canal Pride SPONSORSHIP OPPORTUNITIES

Since 2008, the C&O Canal Trust has organized community service projects dedicated to preservation and restoration in the C&O Canal National Historical Park. Thousands of volunteers have committed their time and energy to care for this special National Park through these events.

Canal Pride events help address a critical backlog of Park projects languishing due to federal budget cuts by tackling work essential to improving the Park: campground and trail improvements, historic preservation efforts, invasive plant and trash removal, planting trees and flowers, and more.

We rely on our SPONSORS to help fund Canal Pride events. Your sponsor dollars help us buy project materials like paint and trash bags for over 1,000 volunteers, as well as cover administrative and organizational costs associated with running these projects. This year's Canal Pride projects will focus on Great Falls, Brunswick, Williamsport, and Allegany County, MD.

2017 is the 10th anniversary of the C&O Canal Trust, the official nonprofit fundraising partner of the C&O Canal National Historical Park, and also of Canal Pride, our very first Park Partner program. Through pre-event publicity and signage, your sponsorship of Canal Pride will generate great visibility for you or your organization at some of the Park's most heavily-used areas. As a Canal Pride sponsor, you are demonstrating your commitment to preservation, conservation, recreation, and economic development!



See page 2 for Sponsorship Benefits.



To become a sponsor or for more information contact Patricia Barber, Director of Development, [barber@canaltrust.org](mailto:barber@canaltrust.org) or (301)745-8880 or Becky Curtis, Director of Programs and Partnerships, [curtis@canaltrust.org](mailto:curtis@canaltrust.org), (301)745-8888.

[www.canaltrust.org](http://www.canaltrust.org)

## Sponsorship Benefits

Sponsors of the Canal Pride Program receive the following benefits:

### **Canal Visionary (\$10,000+) – Presenting Sponsor**

- Name and Presenting Sponsor Recognition in all media releases
- Presenting Sponsor recognition and prominent logo or name recognition in printed publicity materials
- Presenting Sponsor recognition and prominent logo or name recognition on Canal Pride banners and signage
- Presenting Sponsor recognition logo or name recognition on the C&O Canal Trust website, monthly e-newsletter, and print newsletter
- Presenting Sponsor recognition and prominent corporate logo recognition on the official 2017 C&O Canal Pride T-shirt
- Project day Presenting Sponsor name recognition at 2017 Canal Pride events, on Facebook and Twitter.

### **Canal Explorer (\$5,000+)**

- Name recognition in all media releases
- Prominent logo or name recognition in printed publicity materials
- Prominent logo or name recognition on Canal Pride banners and signage
- Logo or name recognition on the C&O Canal Trust website, monthly e-newsletter, and print newsletter
- Prominent corporate logo recognition on the C&O Canal Pride T-shirt
- Project day name recognition at the events, on Facebook and Twitter

### **Canal Traveler (\$2,500+)**

- Name recognition in all media releases
- Logo or name recognition in printed publicity materials
- Logo or name recognition on Canal Pride Banners and signage
- Logo or name recognition on the C&O Canal Trust website, monthly e-newsletter, and print newsletter
- Logo or name on C&O Canal Pride T-shirt
- Project Day name recognition at the events, on Facebook and Twitter

### **Canal Preserver (\$1,000+)**

- Name recognition in all media releases
- Name recognition on Canal Pride Banners and signage
- Name recognition on the C&O Canal Trust website, e-newsletter, and print newsletter
- Name on the C&O Canal Pride T-shirt
- Project day name recognition at the events, on Facebook and Twitter

### **Lockkeeper (\$500+)**

- Name recognition in all media releases
- Name recognition on the C&O Canal Trust website and e-newsletter
- Name on the C&O Canal Pride T-shirt

**These benefits are time-sensitive and are only available until print or event deadlines.**