



11th 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. Over 10,000 volunteers have committed their time and energy to care for this special National Park through these events.

Canal Pride events—both our signature one-day Canal Pride Days in the spring that are open to the public and separate corporate and group projects scheduled throughout the year—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 for over 1,000 volunteers, as well as cover organizational costs associated with running these projects.

In 2018, Canal Pride Days will take place at Park locations in Montgomery County (April 21), Washington County (April 28), Frederick County (May 5), and Allegany County (May 19). Through Canal Pride Days publicity and signage, your sponsorship 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 or (301)745-8880 or Becky Curtis, Director of Programs and Partnerships, curtis@canaltrust.org, (301)745-8888.

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 2018 C&O Canal Pride T-shirt
- Project day Presenting Sponsor name recognition at 2018 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.