



12th Annual Canal Pride

SPONSORSHIP OPPORTUNITIES

Please become a 2019 Canal Pride Sponsor and join our local community campaign to help the C&O Canal National Historical Park recover from the floods of 2018 and the subsequent government shut down.

Over the spring, summer, and fall, the C&O Canal Trust will recruit over 1,000 Canal Pride volunteers to support the Park's recovery. These volunteers — brought together by their shared love of the C&O Canal — will undertake a range of projects along the 184.5-mile length of the canal: campground and picnic area improvements, towpath and trail repairs, building maintenance and historic preservation, invasive plant and trash removal, native landscaping, and more.

To make this happen, we need the financial support of local businesses and private donors.

The season kicks off with Canal Pride Days — one-day events at Park locations in Montgomery County, (May 4), Washington County (May 18), and Allegany County (April 27). Throughout the rest of the year, we work with corporations, schools, faith-based and other groups to organize volunteer opportunities that build community and a sense of stewardship for our national park.

Through Canal Pride Days publicity and signage at some of the Park's most heavily-used areas, you can demonstrate your commitment to this great recreational, historical, and natural community resource.

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 Rod Newtown, Program and Volunteer Coordinator, at newton@canaltrust.org.

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 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.