



13th Annual Canal Pride SPONSORSHIP OPPORTUNITIES

You – or your business – can make a direct impact on the experience of the nearly five million folks of all ages expected to visit the C&O Canal National Historical Park (NHP) in 2020 for rest, recreation, and the enjoyment of nature and history.

Become a Canal Pride Sponsor and enable the C&O Canal Trust to recruit and manage up to 1,000 Canal Pride volunteers to undertake preservation, conservation, maintenance, and beautification projects along the 184.5-mile length of the canal from DC to Cumberland, Maryland. Projects include campground and picnic area improvements, towpath and trail repairs, building maintenance and historic preservation, invasive plant and trash removal, native landscaping, and more.

The season kicks off with Canal Pride Days — big one-day events at Park locations in Montgomery County (April 25), Frederick County (May 2), Washington County (May 9), and Allegany County (May 16). Throughout the rest of the year, we work with faith-based, corporate, scouting groups, and schools to organize volunteer opportunities that improve the Park, build community, and foster a national park stewardship ethic to ensure the preservation of the C&O Canal NHP into the future.

To show our gratitude for your commitment to the community and the well-being of the C&O Canal NHP, the C&O Canal Trust offers a number of sponsorship benefits, including signage in the Park and recognition on our website, social media, and in media releases.

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 2020 Canal Pride events, on Facebook and Twitter
- Complimentary private Canal Pride volunteer event for your organization

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
- Complimentary private Canal Pride volunteer event for your organization

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
- Complimentary private Canal Pride volunteer event for your organization

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
- Complimentary private Canal Pride volunteer event for your organization

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.