



2021 Canal Community Days SPONSORSHIP OPPORTUNITIES

You – or your business – can make a direct impact on the experience of the over five million folks of all ages expected to visit the C&O Canal National Historical Park (NHP) in 2021 for socially-distant rest, recreation, and the enjoyment of nature and history as we await distribution of a COVID-19 vaccine.

Become a Canal Community Days Sponsor and enable the C&O Canal Trust to recruit and manage volunteers in small groups 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.

As pandemic conditions allow, we will gather small groups for maintenance and beautification activities throughout the Park. We will also 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 Lauren Riviello at riviello@canaltrust.org or Rod Newtown, Program and Volunteer Coordinator, at newton@canaltrust.org.

www.canaltrust.org

Sponsorship Benefits

Sponsors of the Canal Community Days 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 Community Days 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 Community Days T-shirt
- Project day Presenting Sponsor name recognition at 2021 Canal Community Days events, on Facebook and Twitter
- Complimentary private Canal Community Days 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 Community Days 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 Community Days T-shirt
- Project day name recognition at the events, on Facebook and Twitter
- Complimentary private Canal Community Days 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 Community Days 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 Community Days T-shirt
- Project Day name recognition at the events, on Facebook and Twitter
- Complimentary private Canal Community Days volunteer event for your organization

Canal Preserver (\$1,000+)

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