



2022 Canal Community Days

SPONSORSHIP OPPORTUNITIES

You – or your business – can make a direct impact on the experience of the nearly five million visitors of all ages expected to visit the C&O Canal National Historical Park (NHP) in 2022 for rest, recreation, and the enjoyment of nature and history.

Become a Canal Community Days Sponsor, and enable the C&O Canal Trust to recruit and manage hundreds of volunteers throughout the year 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.

Since 2008, the C&O Canal Trust has organized projects dedicated to preservation and beautification of the Park. Since then, over 10,000 volunteers have committed their time and energy to care for this special national park.

We rely on the support of our Sponsors to help fund public volunteer projects each year. 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 benefits, including signage in the Park and recognition on our website, social media, and in media releases. As a Canal Community Days 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 Lauren Riviello, Director of Development, at riviello@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 and logo or name recognition on the C&O Canal Trust website, monthly e-newsletter, and print newsletter
- Presenting Sponsor recognition and prominent logo or name on the Canal Community Days t-shirt
- Project day Presenting Sponsor recognition at 2022 Canal Community Days events, on social media
- 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 logo or name on the Canal Community Days t-shirt
- Project day recognition at 2022 Canal Community Days events, on social media
- 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 the Canal Community Days t-shirt
- Project Day recognition at 2022 Canal Community Days events, on social media
- 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 Canal Community Days t-shirt
- Project day recognition at 2022 Canal Community Days events, on social media
- 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 Canal Community Days t-shirt
- Project day recognition at 2022 Canal Community Days events, on social media

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

**Donations are 100% tax-deductible and help cover costs of materials and project management.*