



**- CATAWBA -**  
LANDS CONSERVANCY  
LAND | WATER | FARMS | NATURE



**CAROLINA  
THREAD TRAIL.**



**CORPORATE SPONSORSHIP 2020**





# ABOUT US



**CATAWBA LANDS CONSERVANCY** is the only local nonprofit land trust dedicated to saving land and connecting lives to nature in the Southern Piedmont of North Carolina. We are committed to improving local quality of life by protecting our air, water, wildlife habitats, farmland and green spaces for public benefit. To date, CLC protects and monitors more than 16,500 acres of land across Catawba, Cabarrus, Gaston, Iredell, Lincoln, Mecklenburg and Union counties. CLC is also the lead agency for the Carolina Thread Trail, a partner nonprofit organization.

## SAVING LAND AND CONNECTING LIVES TO NATURE

**CAROLINA THREAD TRAIL** is a growing regional network of trails, greenway and blueways that reaches 15 counties in North and South Carolina and serves 2.9 million people. Our vision is to build a connected network of 1,600 miles of trails that will link people to each other and to nature. This landmark public-private project provides unique recreational opportunities, promotes alternative transportation, conserves green space, spurs economic development, creates healthier people and builds stronger communities.

### OUR IMPACT

**16,600**

Acres of land permanently preserved

**297**

Miles of Carolina Thread Trail open for all to enjoy

**757**

People connected to nature in 2019 through programs

**1,994**

Number of volunteer hours contributed in 2019

**\$6.7M**

Granted to communities to advance trails

## Why Sponsor?

As one of the fastest growing areas in the country, there is an urgent need to save our natural lands to ensure we all can enjoy clean air and water, local food from local farms and beautiful places to experience the health benefits of the outdoors. The Carolina Thread Trail offers numerous health, economic and environmental benefits for everyone, in every community. Sponsorship positions your organization as a key partner in protecting our natural resources and making our region more livable and desirable. **Plus, you'll receive exposure to our community of supporters!**

### OUR REACH

**17,959**

Social media followers

**14,252**

eNews subscribers

**4,000+**

Annual total special event attendance

**2,344**

Newsletter mailing list

**15**

Counties in NC and SC





National Trails Day



National Trails Day



Outdoor Programs



Pop Up Picnic



Outdoor Programs



Trail Forum



Pop Up Picnic



Clays for Conservation



Volunteer Workday



Clays for Conservation



Pop Up Picnic



Trails on Tap



# 2020 SPONSORSHIP OPPORTUNITIES

## Large Community Events

Audience Size: 1,500+

### NATIONAL TRAILS DAY



**WHEN:** Saturday, June 6, 2020 | 10 am-2 pm

**WHERE:** Tuckasee Park, Mount Holly, NC

**WHAT:** The largest local celebration of American Hiking Society's National Trails Day connects people of all ages to nature, wellness and outdoor recreation. It features a volunteer workday, guided nature walks, bike rides and kayak trips, plus yoga, outdoor exhibitors, live music and food trucks.

**WHO:** All ages, especially outdoor enthusiasts and families

### POP-UP PICNIC



**WHEN:** October evening 2020 | 5:30-8 pm

**WHERE:** Mint Museum Randolph, Charlotte, NC

**WHAT:** A casual outdoor picnic celebrating and activating local green space adjacent to a signature conserved property, Eastover Ridge Preserve, and the Briar Creek Greenway. It features curated picnic basket meals by local restaurants, plus music and family activities.

**WHO:** All ages, especially families and young professionals

<b>SPONSORSHIP BENEFITS</b>	<b>PRESENTING \$40,000</b>	<b>STEWARD \$20,000</b>	<b>SUSTAINER \$10,000</b>	<b>PATRON \$5,000</b>	<b>FRIEND \$2,500</b>	<b>EXHIBITOR \$500</b>
Logo on large event banner and T-shirt (for sale and worn by all staff and volunteers)	x					
Speaking opportunity at event	x					
Headlining logo on website homepage and invitation cover	x					
Company name in social media posts	x	x				
Company thanked from stage	x	x				
On-site booth/presence	x	x	x			
Guided hike or volunteer workday	x	x	x	x		
eNews spotlight	x	x	x	x		
Recognition on event invitation, webpage, emails and signage	Logo	Logo	Logo	Logo	Text	
Year-round website recognition	Logo	Logo	Logo	Logo	Text	
Print newsletter recognition	Logo	Logo	Logo	Text	Text	
On-site exhibition space only						x

# 2020 SPONSORSHIP OPPORTUNITIES

## Targeted Special Events

Audience Size: 120-250

### CLAYS FOR CONSERVATION



**WHEN:** Thursday, April 23, 2020 | 8 am-1 pm

**WHERE:** Fork Farm and Stables, Norwood, NC

**WHAT:** Half-day sporting clays tournament fundraiser and BBQ lunch held at Catawba Lands Conservancy's largest protected property.

**WHO:** Corporate teams and sporting community

### TRAIL FORUM



**WHEN:** Thursday, December 3, 2020 | 9 am-4 pm

**WHERE:** Charles Mack Citizen Center, Mooresville, NC

**WHAT:** Premier day-long regional trails conference

**WHO:** Planners, landscape architects, park and recreation professionals, elected officials and trail advocates

SPONSORSHIP BENEFITS	PRESENTING \$10,000	LUNCH \$5,000	GIFT/ BREAKFAST \$3,500	STATION/ SNACK \$2,500	CLAYS TEAM \$2,000	TRAIL FORUM FRIEND \$1,500	TRAIL FORUM EXHIBITOR \$500/\$250
Logo on large banner and headlining logo on website and invitation	x						
Speaking opportunity at event	x						
Company name in social media	x						
eNews spotlight	x	x					
Verbal recognition from stage	x	x					
Logo on table tents at meal, on gift bag or at station sign		x	x	x			
Recognition on event invitation, webpage, emails and signage	Logo	Logo	Logo	Logo			
Year-round website recognition	Logo	Logo	Logo	Logo	Text	Text	
Print newsletter recognition	Logo	Logo	Logo	Text	Text	Text	
Admissions to event	3 Clays teams/ 10 Forum	2 Clays teams/ 7 Forum	1 Clays team/ 5 Forum	1 Clays team/ 3 Forum	1 Clays team	2 Forum	
On-site exhibition space only for main hall or side hall							x

\*contributions are tax-deductible except for the fair market value of \$200 per Clays team and \$50 per Forum ticket

# 2020 SPONSORSHIP OPPORTUNITIES

## Targeted Special Events

Audience Size: 30-75

### TRAILS ON TAP

**WHEN:** 4x a year: February, May, July and September | 6-8 pm

**WHERE:** Local breweries throughout the region: Dallas, NC; Rock Hill, SC; Salisbury, NC; and Matthews, NC

**WHAT:** Casual, interactive happy hour information sessions to learn more about local trails and future projects

**WHO:** Local trail enthusiasts and those wanting to learn more about the Thread Trail



TRAILS ON TAP SPONSORSHIP BENEFITS	PRESENTING \$1,500	SUPPORTING \$500
Speaking opportunity at event or verbal recognition at one Trails on Tap event	x	
Headlining logo on email invitation and event webpage	x	
Company name in social media posts	x	
Recognition on event invitation, webpage, emails and signage	Logo	Logo
Year-round website recognition	Logo	Text
Print newsletter recognition	Logo	Text

### GREENWAY GALS LUNCHEON

**WHEN:** Weekday in the spring | 11am-1 pm

**WHERE:** Charlotte-based country club

**WHAT:** Annual fundraising luncheon to share progress on the Carolina Thread Trail

**WHO:** Thread Trail affiliate support group of philanthropic female outdoor enthusiasts and their friends



GREENWAY GALS LUNCHEON SPONSORSHIP BENEFITS	PRESENTING \$3,000	SUPPORTING \$1,500
Speaking opportunity at event or verbal recognition	x	
Luncheon tickets with reserved seating	10	5
Headlining logo on email invitation and event webpage	x	
Company name in social media posts	x	
Recognition on event invitation, webpage, emails and signage	Logo	Logo
Year-round website recognition	Logo	Text
Print newsletter recognition	Logo	Text

# 2020 SPONSORSHIP OPPORTUNITIES

## Targeted Special Events

Audience Size: 30-75

### HOLIDAY PARTY

**WHEN:** Weekday December evening | 6-8 pm

**WHERE:** Donor's home in Charlotte

**WHAT:** Donor appreciation cocktail party

**WHO:** Approx. 75-100 major-level donors

DONOR HOLIDAY PARTY SPONSORSHIP BENEFITS	PRESENTING \$5,000
Verbal recognition at event	x
Headlining logo on invitation	x
Recognition on event invitation, emails and table tent signage	Logo
Year-round website recognition	Logo
Print newsletter recognition	Logo

## Year-round Opportunities

Annual Audience: 1,000+

### OUTDOOR PROGRAMS

**WHEN:** Year-round; concentrated in spring and fall

**WHERE:** Throughout the region on conserved properties and segments of the Carolina Thread Trail

**WHAT:** Free public series of approximately 70 guided hikes, bike rides, paddling trips and environmental education opportunities that connect people of all ages to nature and educate about local ecology, wildlife and recreational opportunities.

**WHO:** 15 to 25 participants on average; 1,000+ people annually



OUTDOOR PROGRAMS SPONSORSHIP BENEFITS	PRESENTING \$20,000	SUPPORTING \$10,000
Logo on sponsor sign at every outdoor program	x	
Verbal recognition at every outdoor program	x	
Logo recognition in email newsletters	12	6
Logo recognition on 4,000+ program flyers	x	x
Company name tagged in social media posts	70	35
Logo recognition on program webpage	Logo	Logo
Year-round website recognition	Logo	Text
Print newsletter recognition	Logo	Text



# 2020 SPONSORSHIP OPPORTUNITIES

## Year-round Opportunities

### PRIVATE VOLUNTEER WORKDAY \$500

**WHEN:** Throughout the year, 3-hour event

**WHERE:** Throughout the region on a natural surface trail, preserved property or local stream

**WHAT:** Private corporate employee or community group volunteer workday to maintain our region's trails or clean local streams. Activities can include trail construction, viewshed clearing, habitat enhancement or litter removal, tailored to company's interests.

**WHO:** 10 to 30 employees



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To learn more, please contact  
Alesia DiCosola  
Development Director  
[Alesia@catawbalands.org](mailto:Alesia@catawbalands.org)  
704-342-3330 x205





# 2020 CORPORATE SPONSORSHIP FORM



COMPANY NAME: \_\_\_\_\_  
*(please print as it should be listed for donor recognition purposes)*

ADDRESS: \_\_\_\_\_ CITY/STATE/ZIP: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

SPONSORSHIP LEVEL/AMOUNT: \$ \_\_\_\_\_ SPONSORSHIP EVENT: \_\_\_\_\_

*\*contributions are tax-deductible except for the fair market value of \$200 per Clays team and \$50 per person for Trail Forum and Luncheon admission*

METHOD OF PAYMENT: *please select one*

- Check enclosed (please make payable to Catawba Lands Conservancy)
- Credit Card (please go online or call Robin Taylor at 704-342-3330 x210)
- Please send invoice to address listed above

TOTAL CONTRIBUTION: \$ \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## THANK YOU FOR YOUR GENEROUS SUPPORT

Please return this form to:  
**Catawba Lands Conservancy**  
4530 Park Road, Suite 420  
Charlotte, NC 28209  
Or email to [Alesia@catawbalands.org](mailto:Alesia@catawbalands.org)

Catawba Lands Conservancy and the Carolina Thread Trail are separate 501(c)(3) charitable organizations.