

National Trails Day®

A LOCAL CELEBRATION HOSTED BY CAROLINA THREAD TRAIL



free fun for
the whole family



GUIDED NATURE &
HISTORY WALKS



FREE KAYAK RENTALS



LOCAL CRAFT BEER,
FOOD TRUCK &
SWEET TREATS



FARMER'S AND
ARTIST'S MARKET



FREE BIKE
RENTALS & TOURS



VOLUNTEER PROJECT



LIVE MUSIC



YOGA



OUTDOOR
EXHIBITORS

PAST SPONSORS & EXHIBITORS

Belmont I Love Juice Bar
Bungalow Picnic Company
Bright Star Music Studio
Carolina Raptor Center
Carolina Thread Trail
Catawba Lands Conservancy
Catawba Riverkeeper
Charlotte Outdoor Alliance
Cramerton Parks and Rec
Crowned Sparrow Co.
Daniel Stowe Botanical Gardens
FROGS

Gaston Co. Bee Keeping Assoc.
Gaston Co. Master Gardeners
Gaston Co. Museum of Art & History
Gaston Co. Natural Resources
Gaston County Parks and Rec
Gaston County PAWS
Go Gaston
Great Outdoor Provision Co.
Happy Dog Cafe
Jesse Browns
King of Pops
McLean on Lake Wylie

Mecklenburg Audubon Society
NC Cooperative Extension
NC Wildlife Federation
Omni Wellness
Pharr
Pop Up Produce
REI
Renu Solar
Riverman Brewery
Riverside Marina
River Rooster
Schiele Museum

Simply Yoga & Wellness
Suns Up Scuba
Sustain Charlotte
the Destination Magazine
Tarheel Trailblazers
Zagster Bikes

Join us in welcoming over 2,000 guests at this year's National Trails Day!

IN PARTNERSHIP WITH



CAROLINA THREAD TRAIL IS MANAGED BY



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

WWW.CAROLINATHREADTRAIL.ORG



- CATAWBA -
LANDS CONSERVANCY
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**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

SPONSORSHIP BENEFITS	PRESENTING \$40,000	STEWARD \$20,000	SUSTAINER \$10,000	PATRON \$5,000	FRIEND \$2,500	EXHIBITOR \$500
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



To learn more, please contact
Alesia DiCosola
Development Director
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

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



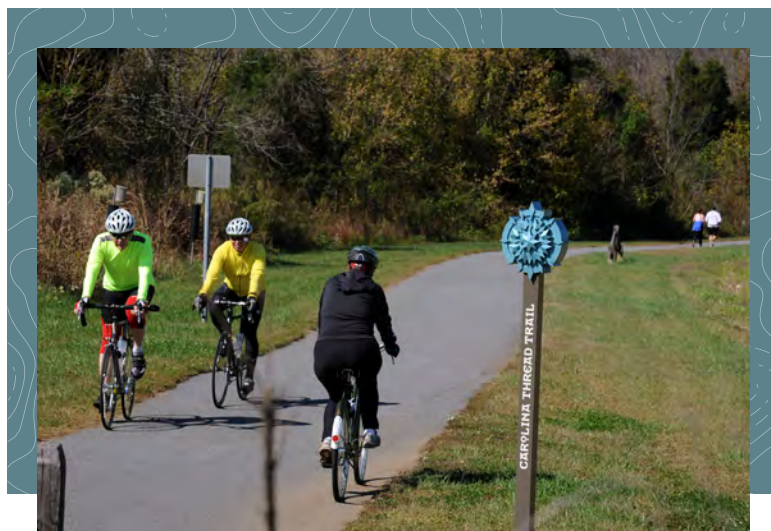
FACT SHEET

THE CAROLINA THREAD TRAIL is a network of trails, greenways, blueways and conserved corridors that links 15 counties in North and South Carolina and is a collaborative project of unprecedented scale. The Thread Trail connects our region and places of interest, and conserves our most significant natural areas.

BACKGROUND In 2005, Foundation For The Carolinas and more than 40 community and business leaders participated in a discovery process to identify our region's most pressing environmental need. The process produced the vision of the Carolina Thread Trail, which launched in 2007.

PROJECT PARTNERS Catawba Lands Conservancy serves as the lead agency and Foundation For The Carolinas is the Thread Trail's philanthropic partner. The Thread Trail is a model for regional collaboration involving local governments, businesses, community groups and the region's land trusts.

FUNDING MODEL The Carolina Thread Trail was launched with a private capital campaign that continues to leverage local, state and federal funds. From this funding, implementation grants have been awarded and momentum is being created in communities across our footprint. Currently, there are 88 communities with connected, adopted master plans averaging 100 miles per county.



THE THREAD'S ROLE

The Thread Trail plays three roles to support its community partners:

- 1. COMMUNITY SUPPORT** Our team engages our communities in the planning and implementation of the Thread Trail, starting with countywide master planning. Once plans are adopted, we actively partner with communities on priority corridors to help them realize their vision for the Thread Trail.
- 2. FUNDING** Through private fundraising efforts, the Thread Trail grants funds to communities for planning, design, land acquisition and construction of trail segments. We also assist communities in attracting public funding and other private grants.
- 3. EXPERTISE** We enhance trail-building capacity across the region through our annual trail forum, a day of learning from experts and sharing best practices. We also provide mapping expertise to support the design and implementation of trails. By training volunteer leaders in sustainable trail building, The Thread coordinates a core of volunteers in building and maintaining natural surface trails.

QUICK FACTS

\$4.9 million in private grant awards to communities

15 counties with adopted Thread Trail master plans

88 local governments collaborating

260+ miles of trail and 170 miles of blueway open

Carolina Thread Trail

Area Requires Further Study
Adopted Trail: 1,610 Miles March 2018



CAROLINA
THREAD
TRAIL



North Carolina

Anson

Pee Dee River Blueway
Rocky River Blueway

Cabarrus

Bakers Creek/Eighth Street Greenway
Buffalo Creek Preserve Trail
Hector H. Henry II Greenway
Harold B. McEachern Greenway
Irish Buffalo Creek Greenway
Pharr Family Preserve Trail
Riverbend Farm Trail
Rocky River Blueway
Rocky River Greenway - Waterford Section
Walter Satirif Park Trail

Catawba

Bakers Mountain Park Trail
Bunker Hill Covered Bridge Trail
Catawba River Blueway
Claremont City Park Trail
Conover City Park Trail
Gateway Park Trail
Heritage Trail Greenway
Heritage Trail Connector
Hickory Greenway
Lyle Creek Trail
Murray's Mill Trail
Southside Park Trail

Cleveland

First Broad River Trail
Kings Mountain Gateway Trail
Ridgeline Trail
River Trail and Cottonwood Trail

Gaston

Avon/Catawba Creek Greenway
Backside Trail
Bessemer City Park Trail
Catawba River Blueway
Catawba Riverfront Greenway
Crowders Mountain Trail
Coat Island Greenway
Highland Rail Trail
Mount Holly Linear Park Trail
Mountain Island Park Trail
Pinnacle Trail
Ridgeline Trail
Riverside Greenway
South Fork River Blueway
South Fork Trail
Seven Oaks Preserve Trail
Stuart Cramer High School Trail

Iredell

Catawba River Blueway
Dye Creek Greenway
Girl Scouts, Hornets' Nest Council Trail
Love Valley Trail
Richardson Greenway
Statesville Greenway
Tomlison-Moore Park Trail

Lincoln

Carolinas Medical Center Trail- Lincoln
Catwba River Blueway
Forney Creek Trail
Marcia H. Cloninger Rail Trail
Ramsour's Mill Trail
Rock Springs Preserve Trail
South Fork Rail Trail

Mecklenburg

Bailey Road Park Trail
Blythe Landing Park Trail
Catawba River Blueway
Clark's Creek and Mallard Creek Greenway

Mecklenburg (cont.)

Four Mile Creek Greenway - Matthews
Independence Park Trail
Irwin Creek and Stewart Creek Greenways
Little Sugar Creek Greenway
Long Creek Preserve Trail
Lower McAlpine Creek Greenway/McMullen Creek
Greenway/Four Mile Creek Greenway
McAlpine Creek/Campbell Creek Greenway
McDowell Creek Greenway
South Prong Rocky River Greenway/Southeast Greenway/
Davidson Greenway
Toby Creek Greenway and Ruth G. Shaw Trail
Torrence Creek Greenway
West Branch Nature Preserve Trail
West Branch Rocky River Greenway
Uptown Charlotte Sidewalk Connector

Stanly

Darrel Almond Community Park Trail
The Falcon Trail
Morrow Mountain State Park Trail
Oakboro Rail Trail
Rock Hole Creek Trail
Rocky River Blueway
Roger F. Snyder Greenway

Rowan

Dan Nicholas Park Trail
Ellis Park Trail
Gold Hill Rail Trail
Granite Civic Park Trail
Granite Lake Park Trail
Lake Corriher Wilderness Trail
Salisbury Community Park Trail
Salisbury Greenway

Union

Cane Park Trail
Mineral Springs Greenway
Monroe Country Club Trail
Twelve Mile Creek Greenway - Town of Waxhaw
Rocky River Blueway

South Carolina

Cherokee

Kings Mountain State Park National Battlefield Trail
Limestone College Quarry Trail
Overmountain Victory Trail at Lake Whelchel and Cowpens
National Battlefield

Chester

Landsford Canal Trail
Rocky Creek Trail
Wylie Park Trail

York

Baxter Village Trail
Blue Star Trail
Catawba Nation Greenway Trail
Catawba River Blueway
Hood Center Trail
Kings Mountain State Park Trail - National Recreation Trail
Manchester Meadows Trail
Nation Ford Greenway
Northside Greenway
Ridgeline Trail
Riverwalk: Piedmont Medical Center Trail
River Park Trail
River Park Wetlands Trail
Tech Park Lakeshore Trail
Waterford Golf Course Trail
York Greenway

Lancaster

Andrew Jackson State Park Trail
Catawba River Blueway
Forty Acre Rock Heritage Preserve Trail
Twelve Mile Creek Trail

BENEFITS

The Thread Trail offers communities and more than two million people the benefits of:

Alternative Transportation

Economic Development

Recreation

Connectivity

Health and Wellness

Water Quality and Quantity

Conservation Corridors

Public Access

Wildlife Habitat

LEARN MORE

carolinathreadtrail.org

To learn more about the Carolina Thread Trail go to our website, call 704.376.2556 or connect with us via social media.



@carolinathreadtrail



@threadtrail



Become a member! Donate \$50, \$100 or \$250 today for exclusive benefits

FIND TRAILS

carolinathreadtrailmap.org

LAND TRUST PARTNERS

Catawba Lands Conservancy is the lead agency for the Carolina Thread Trail



-CATAWBA-
LANDS CONSERVANCY

LAND | WATER | FARMS | NATURE

Other land trust partners:

Davidson Lands Conservancy
Foothills Conservancy
Katawba Valley Land Trust
Land Trust for Central NC
Nation Ford Land Trust