



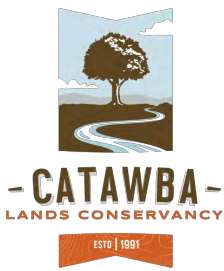
- CATAWBA -
LANDS CONSERVANCY
LAND | WATER | FARMS | NATURE



**CAROLINA
THREAD TRAIL.**



CORPORATE SPONSORSHIP 2020-2021



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

Targeted Special Events

VIRTUAL TRAIL FORUM

WHEN: Thursday, December 3, 2020 | 9 am – 1 pm

WHERE: Online virtual conference

WHAT: Premier regional trails conference with keynote presentation, 6 educational sessions and networking

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



SPONSORSHIP BENEFITS	PRESENTING \$10,000	WELCOME \$5,000	KEYNOTE \$3,500	SESSION \$1,500	EXHIBITOR \$500	EXHIBITOR \$300
Logo throughout conference website	x					
Remarks during Welcome	x					
Exclusive social media inclusion	x					
Activity Stream sponsor posts	x	x				
eNews spotlight	x	x				
Host networking session	x	x	x			
Recognition in all event emails, print newsletter, CTT website	Logo/Link	Logo/Link	Logo/Link			
Verbal, logo/link recognition during sponsored live presentation and recorded session shared to all attendees and the public after event	x	x	x	x		
General admission tickets	10	7	5	2		
Featured Exhibitor—Listed at the top of the Expo Hall page. Plus, live stream video.	x	x	x	x	x	
Exhibitor Booth— 4 reps, video conferencing, chat box, pre-recorded video, meeting scheduler, promotional and product uploads, lead capture, and engagement analytics	x	x	x	x	x	x

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

2021 SPONSORSHIP OPPORTUNITIES

Large Community Events

Audience Size: 1,500+

POP-UP PICNIC



WHEN: October 2021 | 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. The 5th annual event features curated picnic basket meals by local restaurants, plus music and family activities.

WHO: All ages, especially families and young professionals

NATIONAL TRAILS DAY



WHEN: Saturday, June 5, 2021 | 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

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

2021 SPONSORSHIP OPPORTUNITIES

Targeted Special Events

CLAYS FOR CONSERVATION

WHEN: April 2021 | 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



SPONSORSHIP BENEFITS	PRESENTING \$10,000	LUNCH \$5,000	GIFT \$3,500	STATION \$2,500	TEAM \$2,000
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
Print newsletter recognition	Logo	Logo	Logo	Text	Text
Admissions to event	3 Clays teams	2 Clays teams	1 Clays team	1 Clays team	1 Clays team

**contributions are tax-deductible except for the fair market value of \$800 per Clays team and \$50 per Forum ticket*

2021 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

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
- 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:

Carolina Thread Trail
4530 Park Road, Suite 420
Charlotte, NC 28209

Or email to Vanessa@carolinathread.org

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