

# National Trails Day®

A LOCAL CELEBRATION HOSTED BY CAROLINA THREAD TRAIL

Saturday, June 5, 2021



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  
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  
Riveman 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](http://WWW.CAROLINATHREADTRAIL.ORG)

# NATIONAL TRAILS DAY

Audience Size: 2,000+

**WHEN:** Saturday, June 5, 2021 | 10 am-2 pm

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

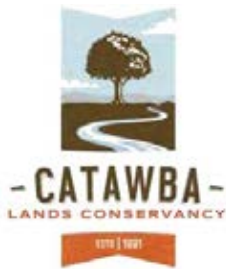
**WHAT:** The largest local celebration of American Hiking Society's National Trails Day connects people to nature, wellness and outdoor recreation. It features a volunteer workday, guided nature walks, bike rides and kayak trips, plus farmer and artist market, yoga, outdoor exhibitors, live music and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

**WHO:** 2,000+ attendance; All ages, especially outdoor enthusiasts and families

**SPONSOR LEVELS:** \$2,500-\$20,000 Presenting



SPONSORSHIP BENEFITS	PRESENTING \$20,000	STAGE \$10,000	ACTIVITY \$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				
Logo signage on main stage		X			
Logo signage on one activity area (Kayaks and SUPs, Hikes and Bike, Farmer and Artist Market, etc.)			X		
Company name in social media posts	X	X			
Company thanked from stage	X	X			
On-site booth/presence	X	X	X		
eNews spotlight	X	X	X		
Recognition on event invitation, webpage, emails and signage	Logo	Logo	Logo	Logo	
Year-round website recognition	Logo	Logo	Logo	Logo	
Print newsletter recognition	Logo	Logo	Logo	Text	
On-site exhibition space only					X



# 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 17,000 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 and 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

**17,184**

Acres of land permanently preserved

**465**

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 COMBINED REACH

**80,000+**

Annual website visits

**21,000+**

Social media followers

**14,000+**

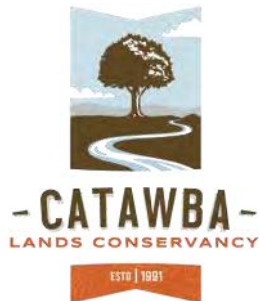
eNews subscribers

**4,000+**

Annual event attendance

**2,500**

Newsletter mailing list



# 2021 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: \_\_\_\_\_

**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 and Carolina Thread Trail  
4530 Park Road, Suite 420  
Charlotte, NC 28209  
Or email to [Vanessa@carolinathreadtrail.org](mailto:Vanessa@carolinathreadtrail.org)

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