

2025 SPONSORSHIP

MISSION

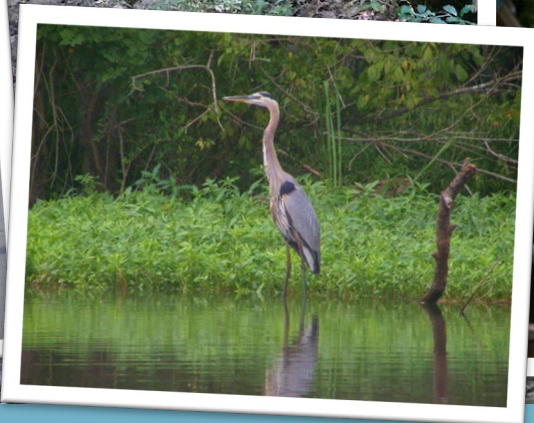
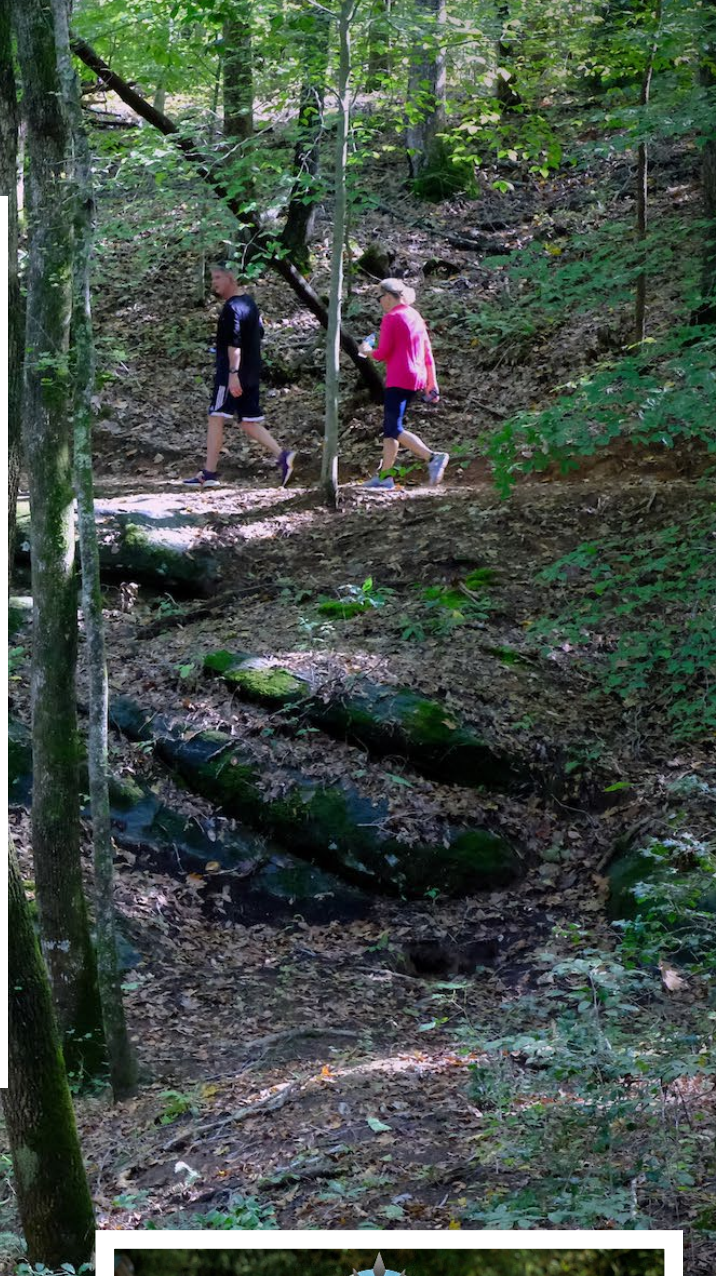
Carolina Thread Trail Online Map
Grasslands Restoration
Outdoor Programs and Education

EVENTS

Clays for Conservation: April 30, 2025

National Trails Day: June 7, 2025

Trail Forum: December 2025



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



CAROLINA
THREAD TRAIL®

Mission and Program Opportunities

THREAD TRAIL ONLINE MAP

Only online regional trail map connecting people to 500+ miles of trails

The Online Trail Map is a valuable online resource helping connect people to the outdoors and healthy living. It received more than 200,000 unique page views in 2023. The Trail Map is extensively promoted year-round throughout all of the Thread Trail's owned channels and via paid advertising campaigns. Sponsors are recognized throughout the website, including prominent recognition on the homepage.

Sponsorship levels: \$20,000 and \$10,000



CATAWBA GRASSLANDS PROGRAM

Advance a nature-based solution to climate and biodiversity

We are restoring 160 acres of these almost lost habitats across our region. Grasslands serve as critical carbon sinks and reduce the use of chemicals on the land. They also provide habitat for declining pollinators, including 500 native species of bees, integral to food production. Sponsors are recognized on the grasslands webpage, in newsletter articles, emails and social media posts.

Sponsorship levels: \$20,000 and \$10,000

OUTDOOR NATURE PROGRAMS AND EDUCATION

Connect people to nature through educational programs

Sponsor a year-round series of guided hikes, nature walks, kayaking excursions and other education programs on signature segments of the Carolina Thread Trail and conserved properties. Programs may also include Conservation Chats featuring scientists and natural resource experts, as well as citizen science initiatives such as bio blitzes, wildlife surveys and bird counts.

Anticipated attendance: 500

Sponsorship levels: \$10,000 and \$5,000



2025 Events

CLAYS FOR CONSERVATION | April 30, 2025

Sporting clays tournament benefitting the conservation of wildlife habitat

Escape the office and join us outdoors in idyllic surroundings for a morning of sporting clays to support land and water conservation. Your sponsorship improves quality of life for all and ensures the Greater Charlotte area remains healthy and desirable, now and for years to come.

Anticipated attendance: 120

Sponsorship levels; \$2,000-\$15,000



NATIONAL TRAILS DAY | June 7, 2025

Celebrating the green spaces and trails that enhance quality of life



The largest local celebration of National Trails Day takes place across the entire 15-county region with guided nature walks, hikes, bike rides and paddle trips showcasing the variety of trails available to all. Sponsor this annual celebration and align your business with outdoor recreation and trails.

Anticipated attendance: 300

Sponsorship levels: \$2,500-\$20,000

TRAIL FORUM | December 2025

The largest annual trails conference in the Carolinas

Trail Forum convenes industry professionals and citizen leaders with a common mission of advancing trails. Trail Forum puts your business in front of the key decision makers in planning, park and recreation, and local government. The diversified agenda features a nationally recognized keynote speaker and nine concurrent sessions, many for continuing education credits.

Anticipated attendance: 300

Sponsorship levels: \$2,000-\$20,000



Be in Good Company

SOME OF OUR SUPPORTERS AND SPONSORS

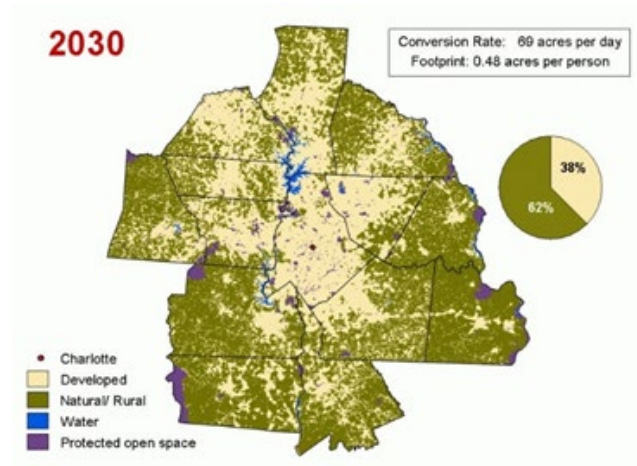
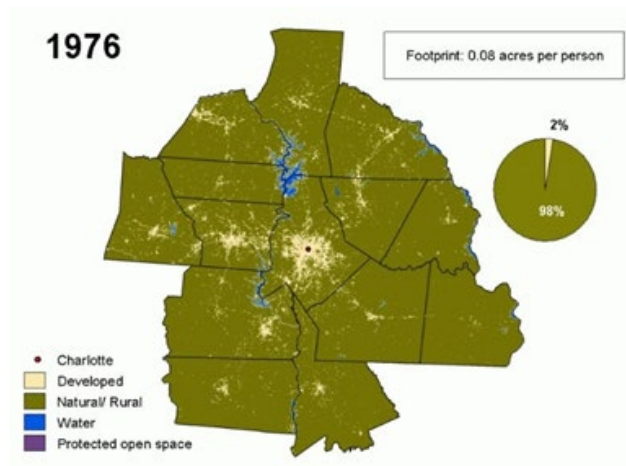
AARP	InterCon
Ally Bank	LandDesign
Alta	Lanier Site Services
Appian Textiles	Lat Purser and Associates
Arborguard	Liles Construction
Bank of America	Little
Beacon Partners	Marsh Properties
BGE	McAdams
Bragg Financial Advisors	McKim and Creed
Brown Brothers Harriman	Moore and Van Allen
Cadwalader, Wickersham & Taft LLP	Orvis
Carolina Wetland Services	Pond
CBRE	North American Lawn and Landscaping
Charlotte Region Commercial Board of Realtors	Regions Bank
Chicago Title	REI
Collett	Robinson Bradshaw
Colonial Materials	Seamon Whiteside
Crescent Communities	SteelFab
Dewberry	Shumaker
Duke Energy	Southeastern Architectural Services
Edifice	The Andover Group at UBS
ESP	The Shaw Tate Group
EY	Thrift Realty
Frontier Capital	Troutman Pepper
GeoSyntec	Warco Construction
Great Outdoor Provision Company	Wastequip
Hart and Hickman	Wildlands Engineering

Why Sponsor?

Saving Land

Rapid population growth and skyrocketing land prices are combining to make protecting green spaces both more difficult and more urgent than ever before. **Once land is developed, it is lost forever.** Partner with Catawba Lands Conservancy to protect nature and keep our home healthy and beautiful. Since 1991, CLC has saved more than 17,800 acres of forests, wetlands, farmlands and other ecologically significant natural areas across the Greater Charlotte region. Those lands provide essential benefits like cooling and cleaning our air, filtering the water we drink, soaking up floodwaters, giving wildlife a home, and bringing people improved health and joy.

The lands you help conserve are protected *forever*, keeping our community healthy, resilient and thriving for generations to come.



Connecting Lives to Nature

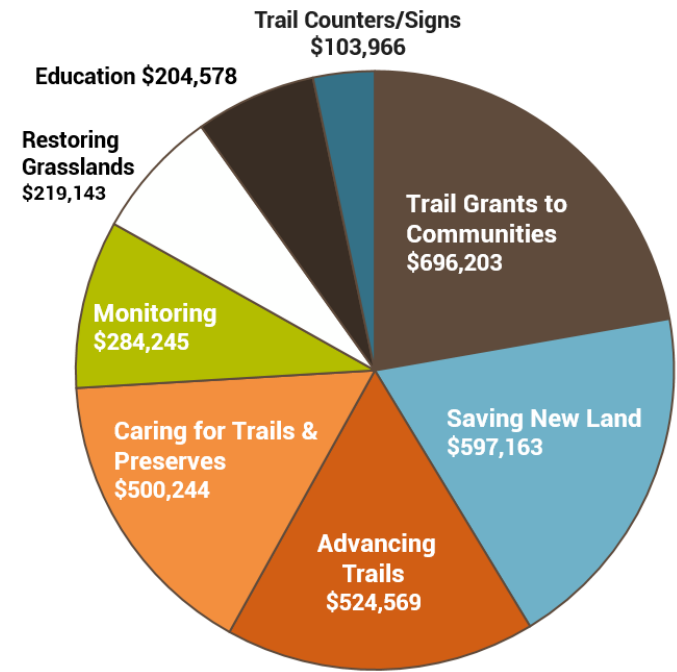
The Carolina Thread Trail is a regional network of trails, greenways and blueways (rivers for kayaking) spanning 15 counties in the Carolinas. With more than 500 miles of trails – *free and open to all* – the Thread Trail is connecting and strengthening communities.

Trails are an incredibly cost-effective way to provide numerous benefits including health and wellness; tree canopy and water protection; economic development; equity; and car-free transportation. With your support, the Thread Trail is poised to grow by 200 miles over the next five years.



Contact Alesia DiCosola, Associate Director of Development and Marketing
alesia@catawbalands.org | Office 704-342-3330 x1205 | Cell 919-417-7296

Meet your ESG goals and position your business as a key partner in enhancing quality of life and improving health outcomes. Plus, enjoy opportunities for community recognition and employee engagement.



In 2025, your support will:

- Advance 75 active trail projects throughout the region.
- Permanently conserve hundreds of acres of green spaces that sequester carbon and protect water and wildlife.
- Fund a new conservation strategic plan that will guide land protection for the next decade.
- Restore and manage grasslands on 200 acres.
- Care for 43 miles of public trails.
- Educate thousands of people at 50+ outdoor programs and community events.

Annual Cost of Delivering Our Mission

Impact

17,800	520	161	5
Acres of land preserved forever	Miles of Thread Trail open to all	Miles of protected land along waterways	Rare species protected

Reach

- Brand recognition and marketing exposure to our loyal supporters and partners.
- Alignment with green spaces, outdoor recreation, health and wellness, and quality of life – important to your customers and constituents.
- Employee team building and engagement opportunities.

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596,869

**Annual website
page views**

25,287

**Social media
followers**

6,464

**eNews
subscribers**

2,500+

**Newsletter
mailing list**