



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



**CAROLINA
THREAD TRAIL**



CORPORATE SPONSORSHIP 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 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 through programs in 2019

1,994

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 receive recognition throughout our channels and exposure to our community of dedicated supporters!

OUR COMBINED REACH

800,000+

Annual website visits in 2020

21,000+

Social media followers

14,000+

eNews subscribers

4,000+

Annual event attendance in 2019

2,500

Newsletter mailing list

EVENTS OVERVIEW

OUTDOOR PROGRAMS

WHEN: Year-round, primarily spring through fall

WHERE: Throughout the region on nature preserves and segments of the Carolina Thread Trail

WHAT: Public series of approximately 50 guided hikes, bike rides, paddling trips and environmental education (virtual and in-person) that connect people of all ages to nature and educate about local ecology, wildlife and recreational opportunities.

WHO: 700+ attendance in 2019; 15 to 20 people per in-person program

SPONSOR LEVELS: \$10,000 and \$20,000 Presenting



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 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



POP-UP PICNIC

WHEN: Friday in 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. It features curated picnic basket meals by local restaurants, plus music and family activities.

WHO: 2,000+ attendance; All ages, especially families and young professionals

SPONSOR LEVELS: \$2,500-\$40,000 Presenting



EVENTS OVERVIEW

CLAYS FOR CONSERVATION

WHEN: Thursday, April 22, 2021 | 8 am-1 pm

WHERE: Meadow Wood Farm, Waxhaw, NC

WHAT: Half-day sporting clays tournament and BBQ lunch

WHO: 120+ attendance; Corporate teams and sporting community

SPONSOR LEVELS: \$2,000-\$10,000 Presenting



TRAIL FORUM

WHEN: Thursday, December 2, 2021 | 9 am-4 pm

WHERE: Charles Mack Citizen Center, Mooresville, NC

WHAT: Premier day-long regional trails conference

WHO: 200+ attendance; Planners, landscape architects, park and recreation professionals, elected officials and trail advocates

SPONSOR LEVELS: \$1,500-\$10,000 Presenting



CONSERVATION CHATS

WHEN: 4x a year

WHERE: Virtual and in-person at various locations

WHAT: A series of educational and entertaining discussions featuring CLC and CTT staff and guest speakers on topics related to clean water, history, habitat restoration, threatened species, trails and outdoor recreation

WHO: 20 to 50 attendees per event; Donors and public

SPONSOR LEVELS: \$1,500-\$5,000 Presenting



TRAILS ON TAP

WHEN: 4x a year | 6-8 pm

WHERE: Virtual and in-person at local breweries

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

WHO: 50 attendees on average per event; Local trail enthusiasts and municipal partners

SPONSOR LEVELS: \$1,500-\$5,000 Presenting



CONTENT OPPORTUNITIES OVERVIEW

TRAIL MAP

WHAT: An interactive, online map with GPS featuring trail profiles with description, photos and an opportunity for comments. Filter and find trails by location, activity type and difficulty level.

WHERE: www.carolinathreadtrailmap.org

AUDIENCE: 560,290 page views in 2020

SPONSOR LEVEL: \$30,000 Exclusive Presenting



TRAIL TOUR VIDEOS

WHAT: Year-round video series (minimum of 20 videos/year) takes viewers onsite to a trail and provides a glimpse of the local history and wildlife.

WHERE: Thread Trail website, YouTube, Instagram and Facebook

AUDIENCE: 21,000+ social media followers and 157,823 total website visits in 2020. Facebook posts average reach of 2,840 and Instagram average views are 733.

SPONSOR LEVELS: \$10,000 and \$20,000 Presenting



WHAT'S IN BLOOM VIDEOS

WHAT: Year-round video series (minimum of 20 videos/year) featuring staff biologist Sean Bloom highlighting the unique seasonal plants and wildlife he finds on his outdoor adventures.

WHERE: Catawba Lands website, YouTube, Instagram and Facebook

AUDIENCE: 5,000+ social media followers and 82,481 total website visits in 2020. Facebook posts average reach of 445 and Instagram average views are 388.

SPONSOR LEVELS: \$5,000 and \$10,000 Presenting



PRIVATE VOLUNTEER WORKDAY

WHEN: Throughout the year

WHERE: Trail, nature preserve or local stream

WHAT: Three-hour employee or community group volunteer opportunity to maintain trails or clean local streams. Activities can include trail construction, habitat enhancement or litter removal.

WHO: 10 to 30 employees

SPONSOR LEVEL: \$500 per 3-hour workday



SPONSORSHIP BENEFITS

OUTDOOR PROGRAMS

Audience Size: 700+

WHEN: Year-round, but primarily spring through fall

WHERE: Throughout the region on nature preserves and segments of the Carolina Thread Trail

WHAT: Public series of approximately 50 guided hikes, bike rides, paddling trips and environmental education (virtual and in-person) that connect people of all ages to nature and educate about local ecology, wildlife and recreational opportunities.

WHO: 700+ attendance in 2019; 15 to 20 people per in-person program

SPONSOR LEVELS: \$10,000 and \$20,000 Presenting



SPONSORSHIP BENEFITS	PRESENTING	SUPPORTING
Logo on sponsor sign at every outdoor program	X	
Verbal recognition at every outdoor program	X	
Logo recognition in email newsletters	10	5
Logo recognition on 4,000+ program flyers	X	X
Company name tagged in social media posts	24	12
Logo recognition on program webpage	Logo	Logo
Year-round website recognition	Logo	Text
Print newsletter recognition	Logo	Text

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



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

POP-UP PICNIC

Audience Size: 2,000+

WHEN: Friday in 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. It features curated picnic basket meals by local restaurants, plus music and family activities.

WHO: 2,000+ attendance; All ages, especially families and young professionals

SPONSOR LEVELS: \$2,500-\$40,000 Presenting



SPONSORSHIP BENEFITS	PRESENTING \$40,000	STEWARD \$20,000	SUSTAINER \$10,000	PATRON \$5,000	FRIEND \$2,500	EXHIBITOR \$500
Logo on large banner and T-shirts	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			
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

CLAYS FOR CONSERVATION

Audience Size: 120

WHEN: Thursday, April 22, 2021 | 8 am-1 pm

WHERE: Meadow Wood Farm, Waxhaw, NC

WHAT: Half-day sporting clays tournament and BBQ lunch

WHO: 120+ attendance; Corporate teams and sporting community

SPONSOR LEVELS: \$2,000-\$10,000 Presenting



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 invitation	X				
Speaking opportunity at event	X				
Company name in social media	X				
eNews spotlight	X	X			
Verbal recognition at event	X	X			
Logo on signage at area		X	X	X	
Recognition on event invitation, webpage, emails and signage	Logo	Logo	Logo	Logo	
Website recognition	Logo	Logo	Logo	Logo	
Print newsletter recognition	Logo	Logo	Logo	Text	
Admissions to event	3 teams	2 teams	1 team	1 team	1 team

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

TRAIL FORUM

Audience Size: 200-250

WHEN: Thursday, December 2, 2021 | 9 am–4 pm

WHERE: Charles Mack Citizen Center, Mooresville, NC

WHAT: Premier day-long regional trails conference

WHO: 200+ attendance; Planners, landscape architects, park and recreation professionals, elected officials and trail advocates

SPONSOR LEVELS: \$1,500-\$10,000 Presenting



SPONSORSHIP BENEFITS	PRESENT- ING \$10,000	LUNCH \$5,000	BREAKFAST \$3,500	SNACK \$2,500	FRIEND \$1,500	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 at event	X	X				
Logo on table signage at area		X	X	X		
Recognition on invitation, webpage, emails and signage	Logo	Logo	Logo	Logo		
Website recognition	Logo	Logo	Logo	Logo	Text	
Print newsletter recognition	Logo	Logo	Logo	Text	Text	
Admissions to event	10	7	5	3	2	
On-site exhibition space only for main hall or side hall						X

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

TRAILS ON TAP

CONSERVATION CHATS

Audience Size: 20-50



WHEN: 4x a year | 6-8 pm

WHERE: Virtual and in-person at local breweries

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

WHO: 50 attendees per event; Local trail enthusiasts and municipal partners

SPONSOR LEVELS: \$1,500-\$5,000 Presenting



WHEN: 4x a year

WHERE: Virtual and in-person at various locations

WHAT: A series of educational and entertaining discussions featuring staff and guest speakers on clean water, history, habitat restoration, threatened species, trails and outdoor recreation

WHO: 20-50 attendees per event; Donors and public

SPONSOR LEVELS: \$1,500-\$5,000 Presenting

SPONSORSHIP BENEFITS	SERIES PRESENTING \$5,000	SINGLE EVENT \$1,500
Recognition in email newsletters	3	1
Speaking opportunity at event	At all	1
Recognition on social media posts	X	X
Recognition on invitation, event webpage and signage	Lead Logo	Logo
Year-round website recognition	Logo	Logo
Print newsletter recognition	Logo	Logo

TRAIL MAP

Audience Size: 560,000+ page views annually

WHAT: An interactive, online map with GPS featuring more than 80 segments of the Thread Trail. Each trail profile has a map, description, photos and an opportunity for comments. Filter and find trails by location, activity type and difficulty level. This digital asset is promoted throughout the Thread Trail's channels.

WHERE: www.carolinathreadtrailmap.org

AUDIENCE: 560,290 total page views in 2020

SPONSOR LEVEL: \$30,000 exclusive presenting



ANNUAL SPONSORSHIP BENEFITS

Logo on homepages of trail map and Thread Trail website

Logo on 80+ trail map webpages

Recognition on signage accompanying trail map display at outreach events

Recognition in minimum of 24 social media posts

Print newsletter recognition

Logo recognition in minimum of 6 eNews

TRAIL TOURS



WHAT: Year-round video series (minimum of 20 videos/year) takes viewers onsite to a trail and provides a glimpse of the local history and wildlife.

WHERE: Thread Trail website, eNews, YouTube, Instagram and Facebook

AUDIENCE: 21,000+ social media followers and 157,823 total website visits in 2020. Facebook posts average reach of 2,840 and Instagram average views are 733.

SPONSOR LEVELS: \$10,000 and \$20,000 Presenting

WHAT'S IN BLOOM



WHAT: Year-round video series (minimum of 20 videos/year) featuring staff biologist Sean Bloom highlighting the unique seasonal plants and wildlife he finds on his outdoor adventures.

WHERE: Catawba Lands website, eNews, YouTube, Instagram and Facebook

AUDIENCE: 5,000+ social media followers and 82,481 total website visits in 2020. Facebook posts average reach of 445 and Instagram average views are 388.

SPONSOR LEVELS: \$5,000 and \$10,000 Presenting

SPONSORSHIP BENEFITS	PRESENTING TRAIL TOURS \$20,000 BLOOM \$10,000	SUPPORTING TRAIL TOURS \$10,000 BLOOM \$5,000
Logo on minimum of 20 video segments annually	Lead	Secondary
Logo on webpage housing the video series	X	
Logo recognition in minimum of 3 eNews	X	
Company name tagged in social media posts	X	
Year-round website recognition	Logo	Text
Print newsletter recognition	Logo	Text



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: _____

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

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.