

SPONSORSHIP 2023

MISSION

Catawba Grasslands Project

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**CAROLINA
THREAD TRAIL**



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

SAVING LAND

Our region is one of the fastest growing areas in the country, and the window of opportunity to save our greenspaces is closing rapidly. **The Greater Charlotte area is predicted to lose 30 percent of its remaining greenspace within the next 15 years.** Partner with Catawba Lands Conservancy to protect the natural areas and tree canopy that make our region an attractive place to live. Preserving our local forests, fields, wetlands and waterways ensures we all have clean air and water, local food from family farms and beautiful places to experience the outdoors. Protecting our environment also contributes to climate resiliency and helps mitigate extreme weather.

The land you help conserve is protected forever, keeping our community healthy, thriving and sustainable for generations to come.

CONNECTING LIVES TO NATURE

Among major metropolitan areas, Charlotte's park system ranks 83 out of the top 100 cities in the U.S. Your support for the Carolina Thread Trail can change this by expanding access to the outdoors through a growing network of trails, greenways and blueways that is an expansive linear park. **The Thread Trail makes people want to move here and gets the people who live here moving.** Trails are an incredibly cost-effective way for communities to reap the benefits that the outdoors can provide. They are powerful tools for achieving health, economic development, access and equity, and alternative transportation.

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

Our Impact

17,356

Acres of land
preserved forever

520

Miles of Carolina
Thread Trail open
for all to enjoy

160

Miles of protected
land along
waterways

8

Rare species
protected on
conserved lands

Our Reach

596,869

Annual website
page views

25,287

Social media
followers

6,464

eNews subscribers

2,500+

Newsletter
mailing list

CATAWBA GRASSLANDS SPONSOR

Help bring back a historic habitat from the brink

Hundreds of years ago, our landscape featured many ridgetops that were mostly treeless grasslands. The songs of birds would have filled the air, and bees and butterflies would have flitted among the bright wildflowers. As our area developed, these same ridgetops were great places to build homes and highways, and **today, over 90 percent of our grasslands have been lost**. The native plants and animals that called these prairies home fell into decline.

Catawba Lands Conservancy is working to restore 160 acres of these almost lost habitats across our region. **Grasslands serve as critical carbon sinks and restoring these native ecosystems reduces the use of chemicals**. They provide habitat for critically declining pollinators, including 500 native species of bees, integral to food production on local farms.



Benefits and Recognition

EXCLUSIVE PRESENTING SPONSOR \$20,000

- Logo on [grasslands webpage](#) year-round and CLC homepage slider
- Recognition in news release and sponsored content campaign (Axios, C5, WFAE)
- Logo and recognition at Grasslands Conservation Chat (email invitation, onsite)
- Logo and recognition in 2 eNews
- Logo and recognition in 4 Instagram and 4 Facebook posts
- Logo recognition on website year-round and annual report
- Logo and recognition on grasslands postcard update mailed to donors
- Private site visit, guided hike or volunteer workday for employees

STEWARD SPONSOR \$10,000 (1 available)

- Logo on grasslands webpage year-round
- Logo and recognition in 1 eNews
- Logo and recognition in 2 Instagram and 2 Facebook posts
- Logo recognition on website year-round and annual report
- Private site visit, guided hike, or volunteer workday for employees

TRAIL MAP SPONSOR

Put your name on the Thread Trail's most valuable resource



[The Online Trail Map](#) received more than 316,000 unique page views in 2021 and more than 154,000 in 2022 to date. The Trail Map is promoted year-round throughout all of the Thread Trail's organic and owned channels, including social media, email newsletters, print newsletter and onsite at events.

With 2023 designated the Year of the Trail by the state of North Carolina, the Thread Trail intends to capitalize on this once-in-a-lifetime opportunity with additional promotion and paid advertising, which will drive online traffic to the Trail Map.

Online Trail Map Features

- Interactive, online map featuring 80+ trail segments
- GPS enabled: find trails near you or locate yourself on the trail
- Filter and find trails by location, activity type and difficulty level
- Badge program and personal account to log
- Share this trail/social media functionality
- Video and article integration

Benefits and Recognition

EXCLUSIVE PRESENTING SPONSOR \$25,000

- Lead logo on Trail Map homepage and 80+ individual trail pages
- Recognition in Year of the Trail advertising campaign
- Logo on Thread Trail homepage throughout the year (157,000+ total pageviews)
- Partner content (articles, videos) integrated into individual trail map pages
- 1 partnership article in print newsletter
- Logo and content in 2 eNews
- Promotion/tag in 6 Instagram and 6 Facebook posts
- Logo recognition on website year-round and annual report
- Private site visit, guided hike, or volunteer workday for employees

STEWARD SPONSOR \$10,000 (2 available)

- Logo on Trail Map homepage and 80+ individual trail pages
- Partner content (articles, videos) integrated into individual trail map pages
- Logo and content in 1 eNews
- Promotion/tag in 3 Instagram and 3 Facebook posts
- Logo recognition on website year-round and annual report
- Private site visit, guided hike, or volunteer workday for employees

MATCHING GIFT SPONSOR

Incentivize giving during Giving Tuesday, Earth Day or another day

Sponsor a matching gift opportunity to help incentivize donations during a limited window of opportunity. Fundraising research and our own experience shows that campaigns featuring a match raise more money overall. Plus, receive lots of recognition for your generosity in direct mail letters, emails and on the websites.



Dear Friend,

Just as nature restores us — body and soul — it also restores communities.

Along the South Fork Catawba River, increasing access to the water and plans for a 20-mile trail bordered by conserved land are breathing new life into former textile towns like McAdenville and Cramerton. [Read more in our latest newsletter.](#)

Benefits and Recognition

EXCLUSIVE PRESENTING SPONSOR \$20,000 minimum

- Logo recognition on donation landing page
- Logo recognition on website homepage and popup
- Recognition in mailed appeals (1,000+ households)
- Recognition in 3 email appeals
- Recognition in 2 Instagram and 2 Facebook posts
- Logo recognition on website year-round and annual report
- Private site visit, guided hike, or volunteer workday for employees

OUTDOOR ADVENTURE GUIDES

Inspire someone's next outdoor adventure

With nearly 400 miles of trails within the Thread Trail network it can be tough to pick a spot for your next hike. Twice a year we publish seasonal trail guides featuring recommendations and suggested trip itineraries by theme.

The first one created in June 2022 received significant interest, including

- 400 visits to the download webpage
- 115 downloads
- 2,600 accounts reached on social media

Benefits and Recognition

EXCLUSIVE PRESENTING SPONSOR

\$10,000

(2 available; 1 spring and 1 fall)

- Logo on 1 custom Adventure Guide
- Logo and recognition in 2 eNews
- Recognition in 2 Instagram and 2 Facebook posts
- Recognition in 1 blog post on Thread Trail website (157,000+ pageviews annually)
- Logo recognition on website year-round and annual report
- Private site visit, guided hike, or volunteer workday for employees

Top 10 Outdoor Adventures on the Carolina Thread Trail

Paddle from Lake Wylie Dam to Landsford Canal State Park
Beat the heat by getting out on the water! Grab your personal flotation device, SUP board, kayak or canoe and get ready for a relaxing paddle down the longest free-flowing section of the Catawba River. Choose your own adventure on this section of river, with multiple put-in and take-out locations!

See a revitalized prairie ecosystem in Cabarrus County
Just 50 minutes outside of Charlotte, Buffalo Creek Preserve Trail winds through a property protected by the Catawba Lands Conservancy, which is working to restore part of the land to a grassland habitat for native pollinators. The trail also includes a suspension bridge that makes a great photo spot for your crew. Lace up your sneakers and hit the trail!

Mountain bike at Lake Welchel
This loop trail in Gaffney, SC offers beautiful water views while biking. Hikers are welcome on the trail as well, but if you're a mountain biker Lake Welchel is a must-ride.

Walk, bike or run from Davidson to Cornelius
The Antiquity Greenway is a ribbon of nature connecting these two quaint towns. The greenway is well-secluded, so you feel like you are truly in nature, but it easily connects you to the towns' local shops, restaurants and historic charm.

CAROLINA THREAD TRAIL
Looking for more adventures? Find all of our trails and blueways at carolinathreadtrailmap.org

WHAT'S IN BLOOM VIDEOS

Educate about our home's native plants

This monthly video series features staff biologist Sean Bloom highlighting unique seasonal plants and wildlife he fields while in the field. Videos are shared on the CLC website, Facebook, Instagram and eNews.



Benefits and Recognition

EXCLUSIVE PRESENTING SPONSOR \$10,000 (1 available)

- Year-round recognition as the exclusive presenting sponsor of 12 What's in Bloom videos
- Verbal recognition in all videos
- Logo and recognition in 2 eNews
- Recognition and tag in 12 Instagram and 12 Facebook posts
- Logo recognition on website year-round and annual report
- Private site visit, guided hike, or volunteer workday for employees

VOLUNTEER WORKDAY, LUNCH AND LEARN, OR HIKE/PADDLE

Engage your employees through guided service or learning opportunities

Let us plan a team building or service outing for your group of up to 30. Options include a volunteer workday; a nature-focused guided hike, bike ride or kayak trip; or a lunch-and-learn style presentation where we come to your office and share our mission.

Benefits and Recognition

SPONSOR \$2,000 (10 available)

- Photo and shout out with company tagged on Facebook and Instagram
- Logo recognition on website year-round and annual report

SOCIAL MEDIA SERIES

Year-round engaging social media content

Our popular weekly social media series, Wildlife Wednesdays, highlights the interesting plants and animals found on conserved land and trails. Trail Thursdays spotlights a specific segment of the Carolina Thread Trail, often in a trivia style format. Content is shared across Facebook and Instagram.

Benefits and Recognition

WILDLIFE WEDNESDAYS

EXCLUSIVE PRESENTING SPONSOR \$5,000 (1 available)

- Year-round recognition as the exclusive presenting sponsor of a weekly social media series
- Name and hashtag in 52 Instagram and Facebook posts, stories and/or reels
- Logo recognition on website year-round and annual report



THREAD TRAIL THURSDAYS

EXCLUSIVE PRESENTING SPONSOR \$5,000 (1 available)

- Year-round recognition as the exclusive presenting sponsor of a weekly social media series
- Name and hashtag in 52 Instagram and Facebook posts, stories and/or reels
- Logo recognition on website year-round and annual report

EVENTS AND PROGRAMS

Three signature events raise funds for our mission and provide tangible benefits and recognition for sponsors

YEAR OF THE TRAIL OUTDOOR ADVENTURES

5 guided outdoor adventures on the Thread Trail

To celebrate North Carolina's designation of 2023 as Year of the Trail, we're hosting a series of free guided outdoor programs on signature segments of the Carolina Thread Trail. Sponsor all 5 events or select 1 to sponsor.

- Saturday, March 18: Hike at South Fork Rail Trail | Lincolnton, NC
- Saturday, May 20: Mountain Biking at Mountain Creek Park | Sherrills Ford, NC
- Saturday, June 24: Paddle on the South Fork River | Cramerton, NC
- Sunday, October 10: Bike Ride on Little Sugar Creek Greenway | Charlotte, NC
- Saturday, November 4: Hike at Pharr Family Preserve | Midland, NC



Sponsorships range from \$2,500-\$10,000
Details available upon request

CLAYS FOR CONSERVATION | THURSDAY, APRIL 27, 2023

Protect wildlife corridors

This annual sporting clays tournament raises funds to ensure local wildlife habitats can thrive now and for years to come. Escape the office and join us outdoors in idyllic surroundings for a morning of sporting clays followed by lunch and fellowship.

Sponsorships range from \$2,000-\$15,000
[Details available online](#)



NATIONAL TRAILS DAY | SATURDAY, JUNE 3, 2023

Largest local celebration of trails with 15 events in 15 counties

The American Hiking Society established National Trails Day, with celebrations nationwide on the first Saturday in June each year. The Thread Trail hosts the largest local celebration marking this event. In 2023, the fun will be spread across entire 15-county region with a variety of guided hikes, bike rides and paddles. This celebration and its supporters will be promoted with digital media partnerships, traditional media and a billboard campaign.

Sponsorships range from \$2,500-\$20,000
Details available upon request



THE HARVEST | THURSDAY, OCTOBER 19, 2023

Celebrating the integral connection between land and food

Join us for HARVEST, Catawba Land Conservancy's new tasting experience that features our region's most celebrated chefs who share a commitment to using ingredients from local farms. The evening will feature small plates crafted by the chefs, beverage pairings and live music at the beautiful Whitehead Manor Conference Center.

Sponsorships range from \$2,500-\$40,000
Details available upon request



TO LEARN MORE

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