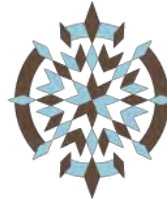




**- CATAWBA -**  
**LANDS CONSERVANCY**  
LAND | WATER | FARMS | NATURE



**CAROLINA**  
**THREAD TRAIL.**



## Green spaces and trails make Greater Charlotte a great place to live. Today and forever.

What better way to celebrate and support **green spaces, tree canopy and trails** than a casual evening outdoors with good food and good company? Be a part of the Pop Up Picnic, a family-friendly community gathering near the beloved Little Sugar Creek Greenway in Midtown Charlotte.

**Sponsorship of Pop Up Picnic aligns your business with clean air and water, outdoor recreation, and healthy living – all integral to maintaining a vibrant and sustainable community.**

### **BENEFITING SAVING LAND AND CONNECTING LIVES TO NATURE**

Featuring curated picnic basket meals by local restaurants and chefs, local breweries, live music and children's activities, **this free event has attracted between 1,000 and 2,000 people.** New this year, Pop Up Picnic will include ticketed access for sponsors and hosts to a hospitality area with private bar.

As Catawba Lands Conservancy's and Carolina Thread Trail's largest signature special event, Pop Up Picnic is extensively promoted. Advertising in Axios, The Charlotte Ledger, The Charlotte Observer, WFAE, Charlotte's Got a Lot and others will provide approximately 500,000 marketing impressions and robust recognition and marketing value for sponsors.

### **CONTACT**

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# Fresh Air and Smiles. Guaranteed.



## SPONSORSHIP BENEFITS AND RECOGNITION

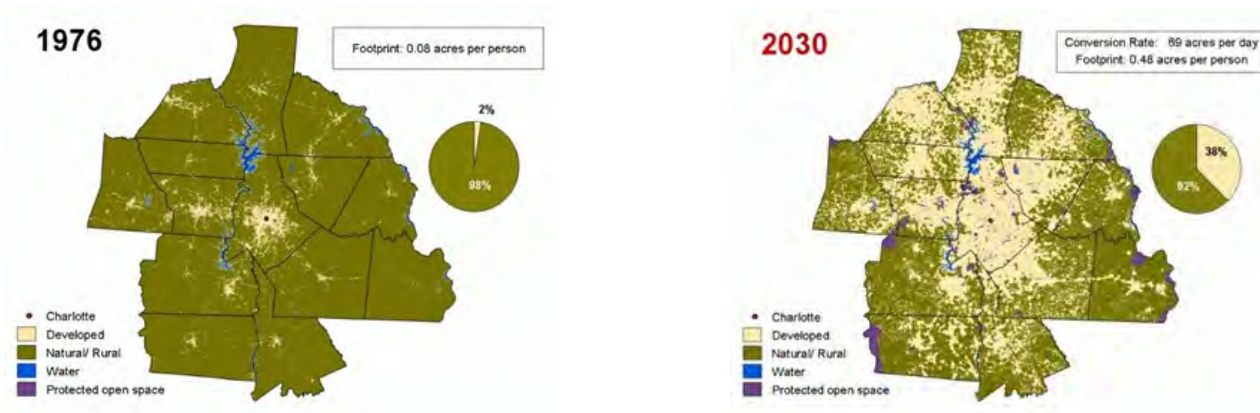
	Exclusive Presenting \$40,000	Exclusive Tent \$20,000	Trailblazer \$10,000	Steward \$5,000	Friend \$2,500
Opportunity to speak at event and logo on entrance banner and 200 picnic bags					
Recognition in advertising campaign					
Mention in news release					
Organizational article in newsletter (mailed to 2,500+ households)					
Logo on website homepages (500,000+ visits)					
Logo on VIP tent banner and table tents					
eNews spotlight (6,000+ subscribers)					
Facebook and Instagram posts with tag (25,000+ followers)	8	6	4		
Hospitality area tickets (\$100 value)	20	16	12	8	4
Recognition on signs, invitation (mailed to 2,500+) and webpage	Lead Logo	Logo	Logo	Logo	Text

Additional exhibitor and vendor opportunities are available, such as food and beverage, kids activities, complimentary water, etc. Contact us for information.

# Why Sponsor?

## 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. **In fact, the Greater Charlotte area is predicted to lose 30 percent of its remaining natural lands within the next 15 years.** Partner with Catawba Lands Conservancy to protect our quality of life. By preserving local forests, fields and wetlands, you help ensure our community has clean air and water, local food from family farms and beautiful places to experience the outdoors. **The lands you help conserve are protected forever, keeping our community healthy and sustainable for generations to come.**



## Connecting Lives to Nature

Among major metropolitan areas, Charlotte's park system ranks 83 out of 100 U.S. cities. With your support, we can change this by expanding access to the outdoors through a growing system of trails, greenways and blueways. Trails are an incredibly cost-effective way for communities to reap numerous benefits including healthy living, economic development, access and equity, and car-free transportation. They also restore water and air quality, and mitigate flooding and urban heat. **The Thread Trail makes people want to move here and gets the people who live here moving.** Help build the next 200 miles of Thread Trail and connect even more people to nature and to each other.

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

## Our Impact

<b>17,356</b>	<b>520</b>	<b>160</b>	<b>5</b>
Acres of land preserved forever	Miles of Thread Trail open to all	Miles of protected land along waterways	Rare species protected

## Our Reach

<b>596,869</b>	<b>25,287</b>	<b>6,464</b>	<b>2,500+</b>
Annual website pageviews	Social media followers	eNews subscribers	Newsletter list