

2024 SPONSORSHIP

EVENTS

Outdoor Educational Programs

Pop Up Picnic – October 19

MISSION

Carolina Thread Trail Online Map

Grasslands Restoration

Volunteer Workdays & Lunch and Learns



- CATAWBA -
LANDS CONSERVANCY

LAND | WATER | FARMS | NATURE



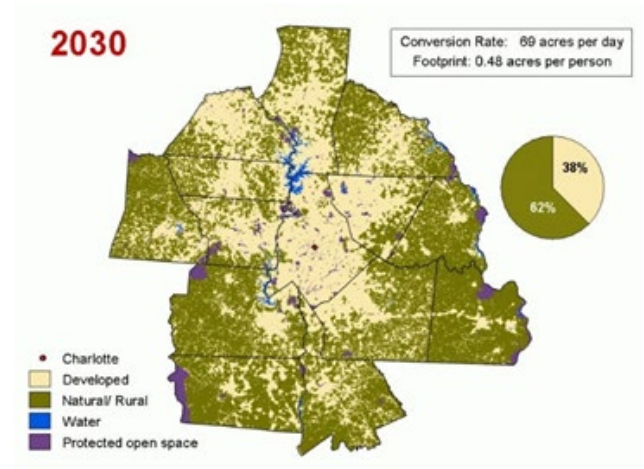
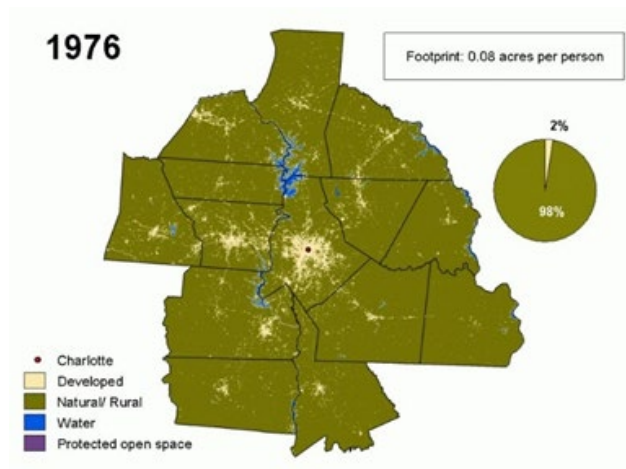
CAROLINA
THREAD TRAIL.

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 soaking up floodwaters, cooling and cleaning our air, filtering the water we drink, 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

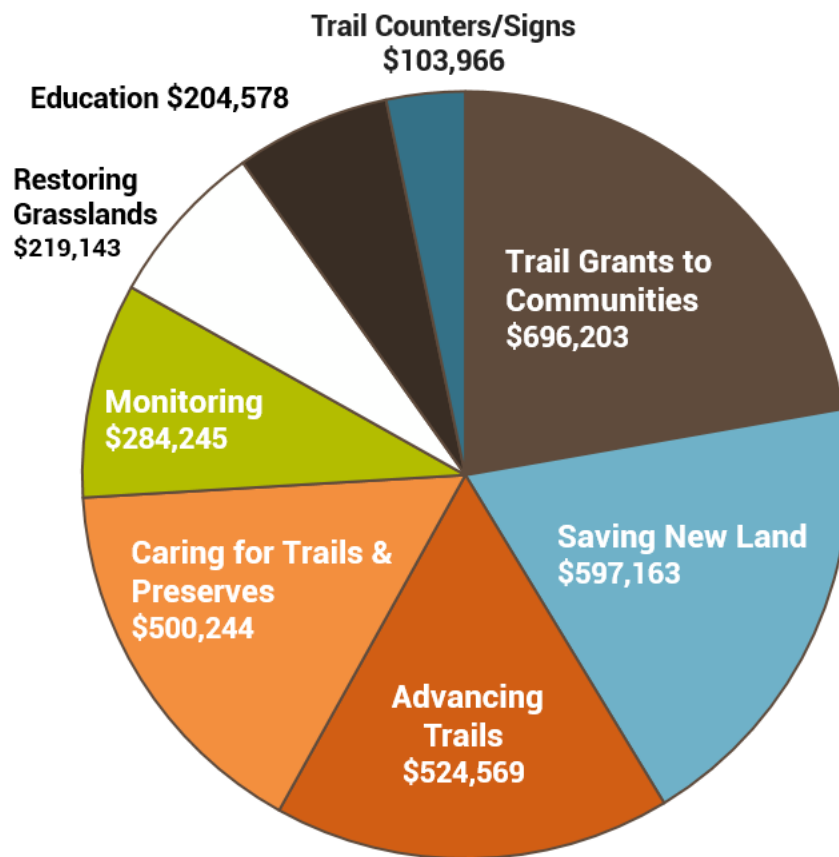
Among major metropolitan areas, Charlotte's park system ranks 83 out of 100 U.S. cities. With your support, we can change this by expanding the Carolina Thread Trail, a regional network of trails, greenways and blueways (rivers for kayaking) spanning 15 counties in the Carolinas. With more than 500 miles 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 healthy living, economic development, access and equity, and car-free transportation. With your support, the Thread Trail is poised to grow by 200 miles over the next five years.



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.

Annual Cost of Delivering on Our Mission



Impact

17,800

Acres of land
preserved forever

520

Miles of Thread Trail
open to all

161

Miles of protected
land along
waterways

5

Rare species
protected

Specifically in 2024, 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 hundreds of people at 50+ outdoor programs.

Reach

In return you'll receive:

- 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.
- Tickets to our signature events.
- Employee team building and engagement opportunities.

596,869

**Annual website
page views**

25,287

**Social media
followers**

6,464

**eNews
subscribers**

2,500+

**Newsletter
mailing list**

Opportunities

POP UP PICNIC | Sat. Oct. 19, 4-7 pm

Celebrating the greenspaces and trails that enhance quality of life

What better way to celebrate and support the greenspaces that enliven our community than a family-friendly community picnic? Pop Up Picnic features live music, curated picnic basket meals by local restaurants, children's activities and more at Ballantyne's Backyard, one of Charlotte's iconic green spaces. As our largest signature community event, Pop Up Picnic is accompanied by extensive promotion and paid advertising.

Anticipated attendance: 500-1,500

Sponsorship levels: \$5,000-\$40,000



OUTDOOR ADVENTURES

Connect people to nature through educational outdoor programs

Sponsor our year-round series of guided hikes, nature walks and other outdoor programs on signature segments of the Carolina Thread Trail and conserved properties. Sponsor the entire series or select one.

Anticipated attendance: 200-300

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



CATAWBA GRASSLANDS PROGRAM

Advance a nature-based solution to climate and restore biodiversity

Hundreds of years ago, our landscape featured many ridgetops that were mostly treeless grasslands. As our area developed, these same ridgetops were great places to build homes and highways, and today, over 90% of those grasslands have disappeared.

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.

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

Sponsors are recognized on the grasslands webpage, in newsletter articles, emails and social media posts.



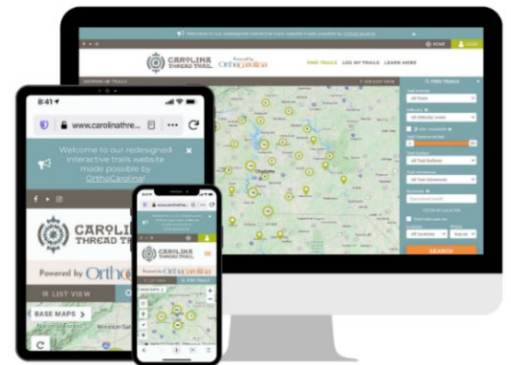
THREAD TRAIL ONLINE MAP

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.

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

Sponsors are recognized throughout the website, including prominent recognition on the homepage.



VOLUNTEER WORKDAY, GUIDED HIKE OR LUNCH AND LEARN

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 you. Workday activities include trail maintenance, invasive species removal and plantings.

Sponsorship: \$2,000 (only 6 available annually)



More Opportunities Available!

We would love to work with you to create a customized package of benefits that meets your business goals.

Learn More

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