

CORPORATE PARTNERS

Nature Champions

PROGRAM SPONSORSHIPS

Carolina Thread Trail Online Map

Grasslands Restoration

Nature Programs and Education

EVENT SPONSORSHIPS

Clays for Conservation: March 25, 2026

National Trails Day: June 6, 2026

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- CATAWBA -
LANDS CONSERVANCY

LAND | WATER | FARMS | NATURE



CAROLINA
THREAD TRAIL®

- NATURE - CHAMPIONS

Supporting nature is good for business

Stand up with other local businesses and civic leaders in ensuring a sustainable future where people and nature both thrive! **Your three-year pledge of \$15,000+ (\$5,000 annually for 3 years) saves green spaces, cares for nature, and connects people to the outdoors.** Nature Champions are recognized year-round on our websites, in two mailed print newsletters, in monthly emails, and in an ad in the Charlotte Business Journal.

PROGRAM AND EVENT SPONSORSHIP OPPORTUNITIES

Additional details and sponsorship benefits available upon request

THREAD TRAIL ONLINE MAP

Only regional trail map featuring 500+ miles of trails

The Online Trail Map connects people to the outdoors and healthy living. It receives more than 200,000 unique page views annually and year-round promotion throughout all of the Thread Trail's channels and advertising.

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

CATAWBA GRASSLANDS PROJECT

Advance a nature-based solution to biodiversity and climate

Help restore 200+ acres of these almost lost habitats across our region. Grasslands serve as critical carbon sinks, reduce the use of chemicals, and provide habitat for declining pollinators integral to our local food supply. [Learn more.](#)

Sponsorship levels: \$20,000-\$5,000

NATURE PROGRAMS AND EDUCATION

Connect people to nature through educational programs

Sponsor a year-round series of guided hikes, nature walks, kayak trips, Conservation Chats, and citizen science initiatives.

Sponsorship levels: \$10,000-\$2,500

CLAYS FOR CONSERVATION | MARCH 25, 2026

Sporting clays tournament benefiting wildlife habitat

Escape the office and join us outdoors in idyllic surroundings at Meadow Wood Farms for a morning of sporting clays while supporting wildlife preservation.

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

NATIONAL TRAILS DAYS | JUNE 6, 2026

Community celebration of trails

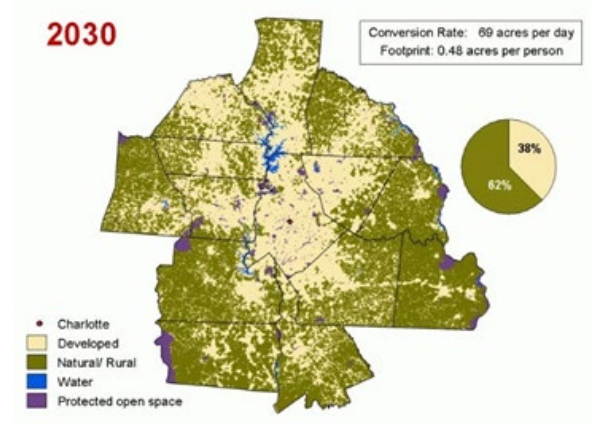
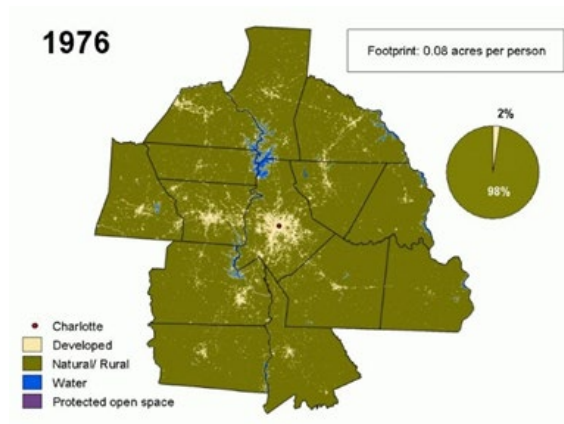
Align your business with the trails and greenways that enhance quality with more than a dozen guided nature walks, hikes, bike rides and paddle trips across the region!

Sponsorship levels: \$20,000-\$5,000

WHY SUPPORT?

Our natural lands provide essential community benefits: cooling and cleaning our air; filtering the water we drink; soaking up floodwaters; giving wildlife a home; and bringing people improved health and joy. But rapid population growth and skyrocketing land prices are combining to make protecting green spaces more difficult and more urgent than ever. **Once land is developed, it is lost forever.**

Since 1991, CLC has saved more than 17,800 acres of forests, wetlands, farmlands and other ecologically significant areas across the Greater Charlotte region. **Partner with Catawba Lands Conservancy to protect our quality of life and keep our home healthy, resilient and beautiful for generations to come.**



The Carolina Thread Trail welcomes every citizen to experience and enjoy nature. This growing regional network of trails, greenways and blueways (rivers for kayaking) is also connecting and strengthening communities. It makes people want to move here, and it gets the people who live here moving. With more than 500 miles of trails free to all, the **Thread Trail is spurring economic growth, improving well-being, protecting tree canopy, and providing car-free transportation.** With your partnership, the Thread Trail is poised to grow by 200 more miles over the next five years.

In 2026, your support will:

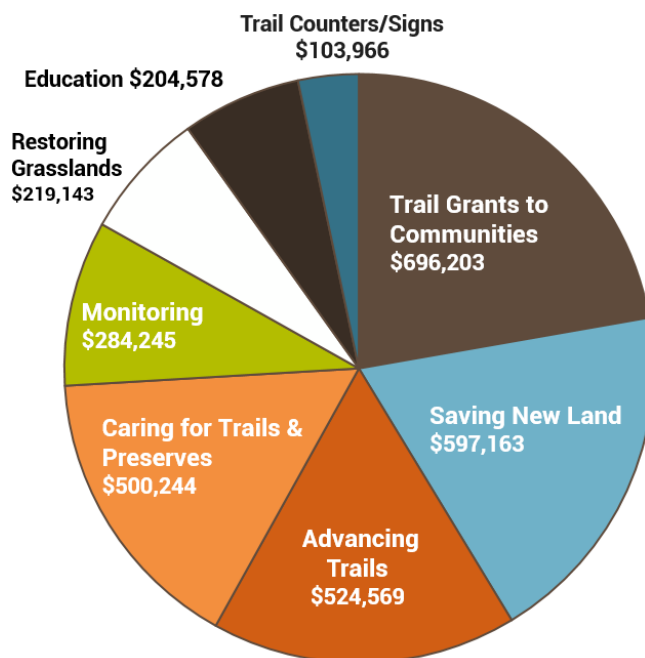
- Advance 75 active trail projects throughout the region.
- Permanently conserve hundreds of acres of green spaces that sequester carbon and protect water quality.
- Fund a new conservation strategic plan that will guide land protection for the next decade.
- Restore and manage grasslands on 200+ acres.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



OUR COMMUNITY IMPACT

8,800	520	161	5
Acres of land preserved forever	Miles of Thread Trail open to all	Miles of land protecting our waterways	Rare species protected

Annual Cost of Saving Land and Connecting Lives to Nature is \$3.1M



RECEIVE RECOGNITION FOR YOUR SUPPORT

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

596,869	25,287	6,464	2,500+
Annual website page views	Social media followers	eNews subscribers	Newsletter mailing list

Be in Good Company

SOME OF OUR SUPPORTERS AND SPONSORS

AARP
Ally
Alta
The Andover Group at UBS
Appian Textiles
Arborguard
Bank of America
Beacon Partners
BGE
Bragg Financial Advisors
Brown Brothers Harriman
CBRE
Collet

Crescent Communities
Duke Energy
EY
Frontier Capital
Hart and Hickman
InterCon
LandDesign
Lat Purser and Associates
Little
Marsh Properties
McAdams
Moore and Van Allen
Nucor

Orvis
Regions Bank
REI
Robinson Bradshaw
SteelFab
Thrift Realty
Troutman Pepper
Warco Construction
Wastequip
Wells Fargo
Wildlands Engineering
AND MANY MORE!