



1 DAY
15 COUNTIES
250 PARTNERS
1,600 MILES OF TRAIL
11th ANNUAL
TRAIL FORUM

December 6, 2018

8:30 am - 4 pm

Charles Mack Citizen Center, Mooresville, NC

EVENT SPONSORSHIP & EXHIBITION



Trail Forum is this region's premiere trail conference since 2007 bringing together industry innovators, trail enthusiasts and community leaders from across 15 counties in North and South Carolina to share their expertise and to network as they advance the Carolina Thread Trail. This information-packed, day-long conference features 11 learning sessions covering all aspects of the trail, greenway and blueway business.

PAST TRAIL FORUM SPONSORS



CAROLINA THREAD TRAIL

The Carolina Thread Trail is a **15-county, two-state initiative** designed to foster and facilitate the creation and development of a regional network of trails, blueways and conservation corridors that will link more than 2.3 million citizens via 1,600 miles in NC and SC. Currently, over 260 miles of trail and 170 miles of blueway are open to the public.

4530 PARK ROAD | SUITE 420 | CHARLOTTE, NC 28209 | WWW.CAROLINATHREADTRAIL.ORG

Photos by Nancy Pierce



TRAIL FORUM SPONSORSHIP

\$5,000 - PLATINUM SPONSOR

Gold level benefits *plus*

- Logo and company description exclusively on table tent displays on all attendee lunch tables
 - Logo placed prominently on trail forum registration e-communications: save the date, invitation and reminder
 - Dedicated email after trail forum thanking company for their leadership support to attendees and general e-news subscribers (7,00 contacts)
 - Recognition in all media related to the event
 - Total admissions: 2 exhibitor, 8 general
-

\$3,000 - GOLD SPONSOR

Silver level benefits *plus*

- Logo presented on power point slides of opening remarks
 - Verbal recognition as Gold Sponsor during opening remarks
 - Total admissions: 2 exhibitor, 5 general
-

\$1,500 - SILVER SPONSOR

Bronze level benefits *plus*

- Company logo and link (where applicable) on all previous sponsor package benefits in place of text listing.
 - Company logo prominently featured with trail forum feature in two mailed newsletters: December and 2018 Annual Report (4,000 households)
 - Total admissions: 2 exhibitor, 3 general
-

\$500 - BRONZE SPONSOR

- On-site exhibitor table at forum
 - Logo on sponsor board at check-in
 - Text listing as sponsor in attendee event folder
 - Text listing on trail forum event and registration webpages
 - Text listing in three e-communications : save the date, invitation and reminder (7,000 unique contacts)
 - Text listing in November and December e-newsletters (7,000 unique contacts)
 - Recognition on 4 social media posts on each Facebook (7,300 followers)
 - Total admissions: 2 exhibitor, 1 general
 - Text listing as Corporate Sponsor in 2018 Annual Report
-

\$300 - FORUM EXHIBITOR

- On-site exhibitor table at trail forum
- Logo listing as exhibitor in attendee event folder
- Text listing on trail forum event and registration webpages
- Text listing in trail forum event details email to all registrants
- Total admissions: 2 exhibitor





2018 TRAIL FORUM SPONSOR & EXHIBITOR FORM

December 6, 2018, 8:30 am to 4 pm
Charles Mack Citizen Center, Mooresville, NC

COMPANY NAME: _____

(Please print as it should be listed for donor recognition purposes)

CONTACT NAME: _____

ADDRESS: _____

CITY/ STATE / ZIP: _____ / _____ / _____ PHONE: _____

CONTACT EMAIL: _____

EXHIBITOR NAME (S) _{2 max}: _____

EXHIBITOR EMAIL (S): _____

SPONSOR LEVEL:

- ☐ Platinum: \$5,000
- ☐ Gold: \$3,000
 - ☐ Lunch Sponsor title*
- ☐ Silver: \$1,500
- ☐ Bronze: \$500
- ☐ Exhibitor: \$300

* Optional. Title is exclusive to one company on first come, come serve basis

ADDITIONAL QUESTIONS:

For In-Kind Donations

In-Kind Portion Value: _____

In-Kind Description: _____

Monetary Donation Amount: _____

Table Preference (Diagram on back. Note power outlets)

First Choice: _____

Second Choice: _____

METHOD OF PAYMENT:

☐ Check enclosed (please make check payable to Carolina Thread Trail)

☐ Credit card. Card number: _____ Exp. date: ____ / ____

Security code: _____ Billing Zip Code : _____

SIGNATURE: _____ DATE: _____

Thank you for your generous support! A donation acknowledgement will be mailed once payment is processed.

To receive all sponsorship benefits, please return to the Carolina Thread Trail by September 30.

The Carolina Thread Trail is a 501(c)(3) charitable organization.

CITIZEN CENTER FLOOR PLAN

The Charles Mack Urban Center • 215 North Main Street • Milwaukee, North Carolina 28110 • www.charlesmackurbancenter.org • Office 704.662.3534 • Fax 704.662.3535



Public Parking
(Entrance on Moore Avenue)



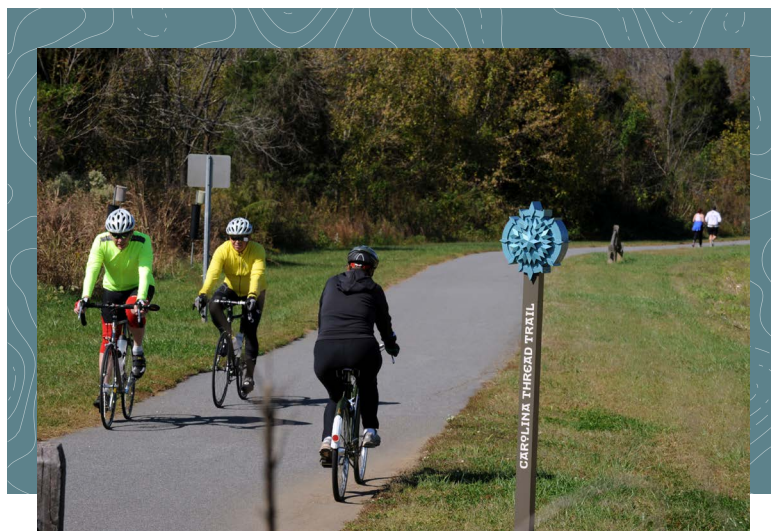
FACT SHEET

THE CAROLINA THREAD TRAIL is a network of trails, greenways, blueways and conserved corridors that links 15 counties in North and South Carolina and is a collaborative project of unprecedented scale. The Thread Trail connects our region and places of interest, and conserves our most significant natural areas.

BACKGROUND In 2005, Foundation For The Carolinas and more than 40 community and business leaders participated in a discovery process to identify our region's most pressing environmental need. The process produced the vision of the Carolina Thread Trail, which launched in 2007.

PROJECT PARTNERS Catawba Lands Conservancy serves as the lead agency and Foundation For The Carolinas is the Thread Trail's philanthropic partner. The Thread Trail is a model for regional collaboration involving local governments, businesses, community groups and the region's land trusts.

FUNDING MODEL The Carolina Thread Trail was launched with a private capital campaign that continues to leverage local, state and federal funds. From this funding, implementation grants have been awarded and momentum is being created in communities across our footprint. Currently, there are 88 communities with connected, adopted master plans averaging 100 miles per county.



THE THREAD'S ROLE

The Thread Trail plays three roles to support its community partners:

- 1. COMMUNITY SUPPORT** Our team engages our communities in the planning and implementation of the Thread Trail, starting with countywide master planning. Once plans are adopted, we actively partner with communities on priority corridors to help them realize their vision for the Thread Trail.
- 2. FUNDING** Through private fundraising efforts, the Thread Trail grants funds to communities for planning, design, land acquisition and construction of trail segments. We also assist communities in attracting public funding and other private grants.
- 3. EXPERTISE** We enhance trail-building capacity across the region through our annual trail forum, a day of learning from experts and sharing best practices. We also provide mapping expertise to support the design and implementation of trails. By training volunteer leaders in sustainable trail building, The Thread coordinates a core of volunteers in building and maintaining natural surface trails.

QUICK FACTS

\$4.9 million in private grant awards to communities

15 counties with adopted Thread Trail master plans

88 local governments collaborating

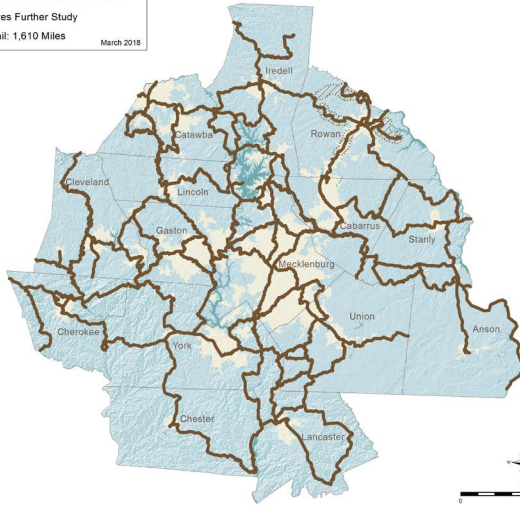
260+ miles of trail and 170 miles of blueway open

Carolina Thread Trail

Area Requires Further Study
Adopted Trail: 1,610 Miles March 2018



CAROLINA
THREAD
TRAIL



North Carolina

Anson
Pee Dee River Blueway
Rocky River Blueway

Cabarrus
Bakers Creek/Eighth Street Greenway
Buffalo Creek Preserve Trail
Hector H. Henry II Greenway
Harold B. McEachern Greenway
Irish Buffalo Creek Greenway
McEachern Greenway
Myers Park Greenway
Pharr Family Preserve Trail
Riverbend Farm Trail
Rocky River Blueway

Catawba
Catawba River Blueway
Claremont City Park Trail
Conover City Park Trail
Gateway Park Trail
Heritage Trail Greenway
Hickory Greenway
Lyle Creek Trail
Murray's Mill Trail
Southside Park Trail

Cleveland
First Broad River Trail
Kings Mountain Gateway Trail
Ridgeline Trail
River Trail and Cottonwood Trail

Gaston
Avon/Catawba Creek Greenway
Backside Trail
Bessemer City Park Trail
Catawba River Blueway
Catawba Riverfront Greenway
Crowders Mountain Trail
Goat Island Greenway
Highland Rail Trail
Mount Holly Linear Park Trail
Mountain Island Park Trail
Pinnacle Trail
Ridgeline Trail
Riverside Greenway
South Fork River Blueway
South Fork Trail
Seven Oaks Preserve Trail
Stuart Cramer High School Trail

Iredell
Catawba River Blueway
Dye Creek Greenway
Girl Scouts, Hornets' Nest Council Trail
Love Valley Trail
Richardson Greenway
Statesville Greenway
Tomlison-Moore Park Trail

Lincoln
Carolinas Medical Center Trail - Lincoln
Catwba River Blueway
Forney Creek Trail
Marcia H. Cloninger Nature Preserve Trail
Ramsour's Mill Trail
Rock Springs Trail
South Fork Rail Trail

Mecklenburg
Bailey Road Park Trail
Blythe Landing Park Trail
Catawba River Blueway
Clark's Creek and Mallard Creek Greenway

Mecklenburg (cont.)
Four Mile Creek Greenway - Matthews
Independence Park Trail
Irwin Creek and Stewart Creek Greenways
Little Sugar Creek Greenway
Long Creek Preserve Trail
Lower McAlpine Creek Greenway/McMullen Creek
Greenway/Four Mile Creek Greenway
McAlpine Creek/Campbell Creek Greenway
McDowell Creek Greenway
South Prong Rocky River Greenway/Southeast Greenway/
Davidson Greenway
Toby Creek Greenway and Ruth G. Shaw Trail
Torrence Creek Greenway
West Branch Nature Preserve Trail
West Branch Rocky River Greenway

Stanly
Darrel Almond Community Park Trail
The Falcon Trail
Morrow Mountain State Park Trail
Rock Hole Creek Trail and Oakboro Rail Trail
Rocky River Blueway
Roger F. Snyder Greenway

Rowan
Gold Hill Rail Trail
Granite Civic Park Trail
Granite Lake Park Trail
Salisbury Community Park Trail
Salisbury Greenway

Union
Mineral Springs Greenway
Monroe Country Club Trail
Twelve Mile Creek Greenway - Town of Waxhaw
Rocky River Blueway

South Carolina

Cherokee
Kings Mountain State Park National Battlefield Trail
Limestone College Quarry Trail
Overmountain Victory Trail at Lake Whelchel and
Cowpens National Battlefield

Chester
Landsford Canal Trail
Rocky Creek Trail
Wylie Park Trail

York
Baxter Village Trail
Blue Star Trail
Cane Creek Park Trail
Catawba Nation Greenway Trail
Catawba River Blueway
Hood Center Trail
Manchester Meadows Trail
Nation Ford Greenway
Northside Greenway
Riverwalk: Piedmont Medical Center Trail
River Park Trail
River Park Waterford Spur Trail
River Park Wetlands Trail
Tech Park Lakeshore Trail
Waterford Golf Course Trail
York Greenway

Lancaster
Andrew Jackson State Park Trail
Catawba River Blueway
Twelve Mile Creek Trail

and more miles to come...

BENEFITS

The Thread Trail offers communities and more than two million people the benefits of:

Alternative Transportation
Economic Development
Recreation
Connectivity
Health and Wellness
Water Quality and Quantity
Conservation Corridors
Public Access
Wildlife Habitat

LEARN MORE

carolinathreadtrail.org

To learn more about the Carolina Thread Trail go to our website, call 704.376.2556 or connect with us via social media.



@carolinathreadtrail



@threadtrail



Become a member! Donate \$50, \$100 or \$250 today for exclusive benefits



FIND TRAILS

carolinathreadtrailmap.org

LAND TRUST PARTNERS

Catawba Lands Conservancy is the lead agency for the Carolina Thread Trail



- CATAWBA -
LANDS CONSERVANCY

LAND | WATER | FARMS | NATURE

Other land trust partners:

Davidson Lands Conservancy
Foothills Conservancy
Katawba Valley Land Trust
Land Trust for Central NC
Nation Ford Land Trust