

MISSION
Create an inclusive and resilient urban riverfront trail that connects and inspires people and businesses in the region. The Elizabeth River Trail Foundation will provide the planning, fundraising, and marketing to generate public support for a healthy and dynamic regional trail.

VISION
The Elizabeth River Trail Foundation will build a trail as diverse and vibrant as the land it sits on, the river it follows, and the community it serves.

SUPPORTER

The Elizabeth River Trail Foundation relies on corporate partnerships to provide funding for the support and preservation of the trail.

Past and Present

- **10.5 miles** connecting **28 Norfolk neighborhoods**
- Over **600,000** trail users annually
- Capital campaign launched in 2018 raised **\$4 million**
- First signature **Trailhead at Plum Point Park** in 2020 with kayak launch, play sculpture, fitness course, labyrinth and more
- **Trail amenities** include 16 bike racks, 12 bike repair stations, 7 benches, 4 picnic tables, and 4 public art installations including Donor Sculpture at Pagoda



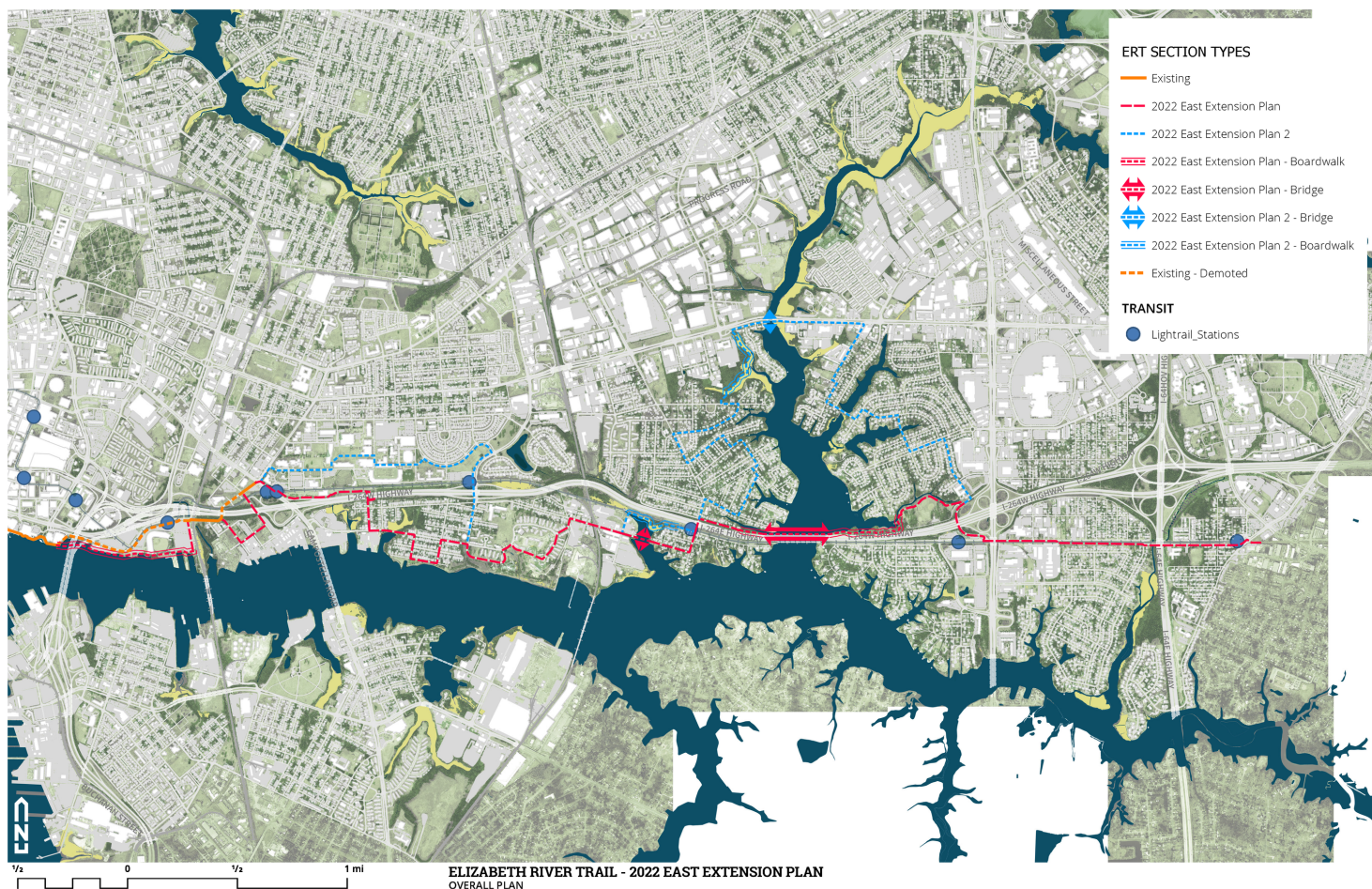
- Award winning Chelsea Managed Meadow
- **Water Street Open Space** Trailhead, 2022
- Installed play structure and **The Glowline** at Jeff Robertson Park, 2022
- 500+ signs installed on the trail
- Nearly 100 events engaging over 3,600 people
- Social media reaches over **13,000** people and monthly newsletter reaches over **2,200** people

Trail Future

- Trail expansion
- Volunteer Corps
- Bicycle pump track
- Trail Amenities
- Signature Event
- Trailheads soon to break ground at NSU and Larchmont Library



ERT Eastern Expansion



As we work toward this major project, your annual sponsorship will help ensure equitable access to the trail, as well as:

- Provide safe transportation and recreation opportunities
- Promote health and wellness
- Increase property values and attract new residents
- Drive economic growth
- Reach and connect new communities
- Increase accessibility to the ERT

Benefits of an Urban Trail

Economic

- Increased trailside business services
- **Attract and retain employees** to live, work, and play along the ERT
- Sustainable/alternative transportation
- Capture tourist visitors from national events
- Increased property values and public safety



Diversity, Equity & Inclusion

- Provides a **safe and accessible** route through Norfolk
- Provides non-vehicular infrastructure
- Connection through 28 different neighborhoods
- **ADA accessible** amenities
- Trail is open 24/7
- **500+** wayfinding signs
- Community identity

Health and Wellness

- The ERT is an **amenity for employees** promoting mental and physical wellness with trail breaks
- Volunteer opportunities for individuals and **corporate team building**
- Guided walks and bike tours
- **Health awareness** events
- Connect with nature and community
- Races, cycling, yoga, and fitness events hosted on the trail



Annual Sponsorship Levels

Annual commitments of Corporate Partnerships provide stability for the Foundation to work toward an inclusive and resilient trail that invites and supports a diverse community of trail users and inspires people and businesses in the region.

LEGACY BUILDER - \$25,000

- ALL BRIDGEBUILDER BENEFITS
- PRIVATE TOUR OF THE ERT
- DONOR SPOTLIGHT FEATURE IN THE E-NEWSLETTER
- ANNUAL PRESENTATION BY THE ERT EXECUTIVE DIRECTOR
- 6 ELIZABETH RIVER RUN REGISTRATIONS

BRIDGEBUILDER - \$10,000

- ALL RIVERRIDER BENEFITS
- INVITATION TO MAJOR DONOR EVENT
- NAME LISTED ON WEBSITE
- 4 ELIZABETH RIVER RUN REGISTRATIONS

RIVERRIDER - \$5,000

- ALL RAILRUNNER BENEFITS
- NAME LISTED IN MONTHLY NEWSLETTER
- 2 ELIZABETH RIVER RUN REGISTRATIONS

RAILRUNNER - \$2,500

- ALL PATHFINDER BENEFITS
- 1 ELIZABETH RIVER RUN REGISTRATION

PATHFINDER - \$1,000

- ALL EXPLORER BENEFITS
- NAME LISTED IN ANNUAL REPORT

EXPLORER - \$500

- HIGHLIGHT ON SOCIAL MEDIA
- ONE TIME DISCOUNT ON ERT MERCHANDISE
- FREE ERT T-SHIRT, BIKE BELL, AND EXCLUSIVE SUPPORTER STICKER

Becoming a Corporate Partner is simple! Email us to discuss how you and your organization would like to support the trail.



ERT Strategic Partner

Strategic Partner gifts provide significant financial support for the design, construction, and maintenance of the trail and various amenities. Whether it is for increasing accessibility, supporting economic development, improving the trail user experience, or for Foundation operations, your gift will help create a meaningful legacy.

Gift Levels

\$1,000,000 +

\$500,000 - \$999,999

\$250,000 - \$499,999

\$100,000 - \$249,999

\$50,000 - \$99,999

\$25,001 - \$49,999

Benefits

- Logo on ERT website
- Logo in monthly newsletter
- Donor Spotlight article
- Listed in Annual Report
- Invitation to Major Donor event
- Donor plaque on sponsored amenities
- Private ERT tours
- Social media highlight post

Whether you provide a one-time gift or setup recurring installments over time, becoming a Strategic Partner is easy! Scan the QR code to access our online pledge form and start building your trail legacy today!



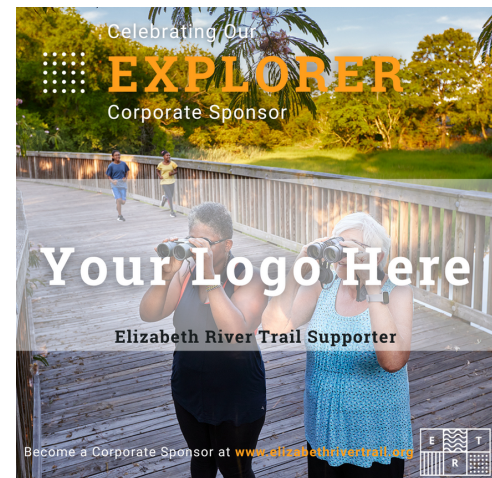
You Belong on the ERT

We invite you to align your brand with the **Elizabeth River Trail** and show your support for a beloved public space.



- **Celebrate** your support on social media and organization publications
- Include in your **ESG Report**
- Increase awareness of your organization and contributions to support your community

- ERT will share your support with over **12,000** social media followers
- Announcement will be sent to over **2,000** newsletter subscribers
- Special article highlighting **YOU** will be shared on our website



Your Support Matters

Trail Ambassadors

Trail Ambassadors identify safety and maintenance issues and offer support to trail users. During patrols they observe weather conditions and trail traffic as well as remove litter. Trail Ambassadors provide critical support for group rides, train new Trail Ambassadors, and provide volunteer support at many events and projects.

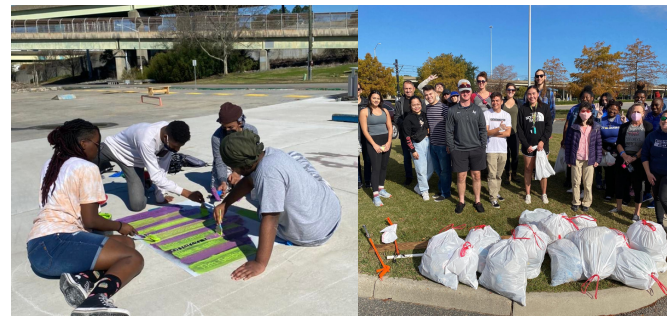
- 20 Trail Ambassadors
- Twice a month trail patrols
- In 2022
 - Over **100 hours** spent patrolling
 - Nearly **500 miles** of patrols
 - **80 patrol reports** submitted



Volunteers

The ERT has registered volunteers who get the first call when support is needed. Volunteers assist with beautification projects and provide support at events and group rides. The regular maintenance and cleaning of the trail is made possible by volunteer support.

- In 2022
 - 30 regular volunteers
 - Over **300 volunteers** supported over **100 events**
 - Over **650 volunteer hours**
 - Nearly **400 miles** covered through volunteer activities



Grants

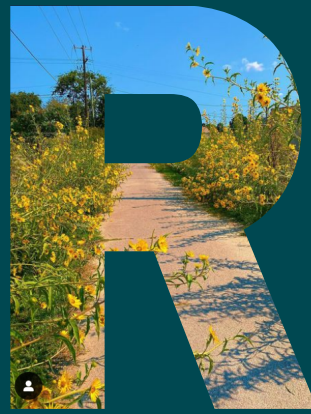
- Nearly **\$1 million** in grant funds received since 2016
- 8 grants applied for in 2022
- Received 2022 grants from the City of Norfolk, REI and Norfolk Southern
- HRTPO Work Study program for eastern expansion

The ERT staff applies for grants to support the creation and installation of trail amenities like the Fitness Course, kayak launch, play structures, and more, as well as State and Federal Funding for Transportation Trails Infrastructure.

We need your help!

Your annual commitment ensures sustaining operations for our staff, programming, trail ambassadors, and volunteer beautification projects.

YOUR



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The trail is for everyone and has something for everyone.
Support Your ERT!



Donor Spotlight Q&A

We love to highlight our sponsors! Below is a brief question and answer form that will be sent to our Legacy Builder partners and should be filled out by one individual. Your sponsorship spotlight will be posted on our website, in our newsletter, and shared with our over 12,000 followers on Facebook, Twitter, and LinkedIn to celebrate your support.

Name:

Position:

Company name:

Website:

Business address:

Industry:

Describe what the company you work for does and what your position entails.

What is your personal connection to the Elizabeth River Trail?

Why did you/your company decide to provide sponsorship to the trail?

Given your business expertise and the nature of what you do, what benefits do you feel the trail has for the business community?

What is your favorite trail moment?

Favorite trailgrazing spot? (i.e. best local food spot steps from the trail)

Best view of the Elizabeth River from the trail?