



## Every Step Forward on this path starts with YOU!

### Now is the time

Only YOU can help connect the iconic Elizabeth River Trail to more neighborhoods, the larger region, and even the nation—with milestone opportunities just ahead.

As a newly designated **National Recreation Trail**, the Elizabeth River Trail is poised to link with the **South Hampton Roads Trail** and become part of the **East Coast Greenway**, the 3,000-mile corridor stretching from Maine to Florida.

### A Proven Success

The Elizabeth River Trail has become perhaps **the most popular multi-use trail in South Hampton Roads**, welcoming more than **670,000 visitors annually**. Thanks to generous donors, and in partnership with the City of Norfolk, the nonprofit **Elizabeth River Trail Foundation** has built a success story, delivering:

- **The most amenities per mile** of any trail in the region.
- **Signature experiences** like *The Glowline*, the East Coast's first luminous trail; *Poetry on the Trail*, a rotating curated series; and the soon-to-be-installed world-class sculpture *Prince of Fire* by Lila Katzen.
- A dynamic backbone for the **Norfolk Innovation Corridor**, fueling nearly **\$19 million in economic benefits** (Mangum Economics, 2024).

In June 2025, these collective achievements earned the Elizabeth River Trail the National Park Service's coveted designation as a **National Recreation Trail**—the only trail in South Hampton Roads with this honor.

## A Transformational Moment

Now, the Elizabeth River Trail is ready to expand beyond its current 10.5 miles to become the jewel of a new **82-mile regional network** connecting people, places, and opportunities across Hampton Roads.

Your support in 2025–26 will unlock extraordinary opportunities to:

- **Open the first Trailside Headquarters (Fall 2025):** A new center in Chelsea for visitor information, bike rentals, and trail engagement.
- **Expand the trail east and north:** Connecting new communities and creating “Trail757,” with robust input from residents and partners.
- **Launch adaptive cycling programs:** A new fleet of bikes and activities for veterans, seniors, and differently abled riders—removing barriers to trail use.
- **Prepare for Sail250 (June 2026):** Ensuring the trail is in top condition to host Olympic-scale crowds for waterfront viewing of this once-in-a-generation event.

## Be Part of the Next Chapter

As the Foundation approaches its **10-year anniversary**, we invite you to maximize these incredible opportunities by supporting the **Path Forward**, our special year of giving. Your gift will grow the annual fund, power trail expansion, and make possible projects that improve the quality of life for all—through health and wellness initiatives, alternative transportation, public art, and free access to Norfolk’s waterfront.

As a 100% donor and grant-funded non-profit, we are grateful for the key trail maintenance provided by the City of Norfolk and the support the Foundation receives through the City’s Outside Agency Grant.

**Together, let’s connect more people to the places and possibilities that make our community thrive.**



## NEW TRAILSIDE HQ

Fall 2025 marks a historic milestone for the Elizabeth River Trail Foundation—the opening of our first-ever **Trailside Headquarters**.

Until now, our growing staff and dedicated volunteers have worked from offices in traditional corporate settings. “*We’ve never had a trailside home before,*” says Executive Director Kindra Greene. That will change this fall when the Trailside HQ (fondly known as the “Welcome to Chelsea Blue Building,” see photo) opens its doors at the corner of Raleigh Avenue and Orapax Street in Norfolk’s vibrant Chelsea neighborhood.



### What Your Support Makes Possible

With your special sponsorship, this **1,300 sq. ft. landmark hub** will become the beating heart of the Elizabeth River Trail, offering:

- A central, one-stop **trail visitor information center** with retail space for ERT merchandise.
- **Curated experiences** designed by trail staff—like “date night” packages.
- **Art, education, and wellness programs** for all ages.
- **Animal ambassadors** and environmental learning opportunities.
- **Community and volunteer engagement resources.**
- **Bike rentals** serving commuters, recreational riders, and visitors.
- Fun features like a **selfie station** and **water refill station**—with more to come.
- Demonstrated community support that advances a powerful partnership between the Elizabeth River Trail Foundation and the City of Norfolk.

## Why Here, Why Now

The Chelsea section of the trail is already a bustling hub of activity:

- A host of breweries and other businesses have grown up along this section of the trail – Bogey’s Putt-Putt is right next door and Smartmouth Brewing is just down the street - benefitting from the trail’s popularity.
- The site has long served as the Foundation’s “Bike to Work Day” pit stop, welcoming commuters with coffee, snacks, and gear for the past six years.
- Nearby Jeff Robertson Park and Plum Point Park record up to 275,000 annual visitors, underscoring the incredible potential of this location.

## Your Impact

Your special gift will help us raise **\$50,000** to support the build-out of Trailside HQ—including flooring, paint, fixtures, and finishings—plus rental and start-up costs.

By investing in Trailside HQ, you’ll give the Elizabeth River Trail a true home base and help us welcome hundreds of thousands of visitors each year with new programs, resources, and experiences.

**Together, let’s make history: open the doors to the Trail’s first-ever home.**



## YOUR SPONSORSHIP OPPORTUNITIES:

- **ERT HQ NAMING SPONSOR - \$25,000 SECURED - *THANK YOU, MHI!***
- ERT Headquarters Champion - \$10,000 (2 available)
- Bike Fleet Sponsor - \$7,500 (2 available)
- Hydration Sponsor - \$5,000 (2 available)
- ERT Store Sponsor - \$2,500
- Trail Partner Sponsor - \$1,000
- Trail Friend Sponsor - \$500

### Benefits Include:

- Name featured on prominent custom art wall at ERT HQ
- Social media spotlight
- Newsletter article
- Listed in the annual report

## ANNUAL FUND

### Annual Fund Support

Financial stability is the backbone of any non-profit, and we are not alone in needing financial support for our operations, programs, and projects.

Trail 757 will, for the first time, connect our region to the wellness, environmental, and economic benefits you already know and love on the Elizabeth River Trail. This year, your annual fund support can maximize these extraordinary first-time connections and help shape the future of our region's trail network.

We invite you—as a valued corporate partner or individual supporter—to consider your most generous annual fund gift yet in 2025–26. Together, we can reach our goal of \$200,000 in annual fund contributions to:

- **Expand East and North:** Extend the trail into new communities, guided by resident and partner input.
- **Connect regionally:** Link to emerging trail networks in Virginia Beach and Portsmouth, and ultimately become part of the East Coast Greenway.
- **Enhance recreation and amenities:** Support new programs such as a kayak rental program, alongside art, wellness, and community engagement initiatives.

*“Whether I’m biking, walking, or running on the trail, it’s done a lot of good for my soul.” – Jem*



## ANNUAL FUND

### Why Your Support Matters Now

In June 2026, the Elizabeth River Trail will play host to Sail250, an Olympic-scale version of OpSail commemorating America's 250th anniversary. Thousands will line the Trail to watch tall ships and celebrations along the Elizabeth River. Your annual fund gift this year is more critical than ever to ensure the Trail is in its best shape and ready to shine on the world stage.

By contributing to the annual fund, you're not just sustaining the Elizabeth River Trail—you're propelling it forward into a future where more people, more neighborhoods, and more communities share in its extraordinary benefits.

Make your most generous annual fund gift today and help us connect the region, celebrate our heritage, and prepare for an unprecedented moment in 2026.

### ANNUAL FUND LEVELS

- Legacy Builder - \$25,000
- Bridge Builder - \$10,000
- River Rider - \$5,000
- Rail Runner - \$2,500
- Pathfinder - \$1,000
- Explorer - \$500
- Trailblazer - \$1 - \$499



### SUSTAINING DONOR - CELEBRATE EVERY MILE

- May select a frequency for your recurring donation.

### Benefits for Explorers+ Include:

- ERT - T shirt
- Exclusive ERT Supporter Sticker
- Bike Bell
- Listed in the annual report

## EVENT SUPPORT

Events are the heartbeat of the Elizabeth River Trail. They grow our audience of trail users, create lasting memories, and keep the beat strong for a vibrant, well-loved urban trail. By sponsoring an event, you'll showcase your brand to thousands of community members while supporting one of Norfolk's most beloved public amenities

### Special Events 2025-26:

**Trailside HQ Grand Opening Celebration** – \$2,500

*December 2, 2025*

Be part of history as we cut the ribbon on the Trail's first-ever home.

**Elizabeth River Trail Sail250** – \$10,000

*June 2026*

The Trail is the front row seat for tall ships and celebrations marking America's 250th anniversary, sponsor the Foundation's costs as we prepare the trail to look our best and provide programming and materials to maximize this once-in-a-generation opportunity.

### Annual Event - Presenting Sponsorships

**Celebrate Trails Day** – \$ 5,000

*4th Saturday in April*

National Day of Trail Celebration brings families, walkers, runners, and cyclists together.

**Field Day** – \$ 3,000

*Annually in August (Date TBD)*

Our very own "ERT Olympics," with expanded competitions every four years to coincide with the Summer Olympics.

**Halloween Puppy Parade** – \$1,000

Saturday before Halloween

A community favorite with costumes, creativity, and canine charm.

**Annual Glow Party** – \$10,000

*First Saturday in November*

Celebrate the Trail's luminous "Glowline" with a night of music, light, and fun.



## SERIES SUPPORT

With more than 670,000 trail interactions each year and growing, the Elizabeth River Trail is one of the most engaging platforms for community connection in South Hampton Roads. By aligning your brand with one of our ongoing series, you'll reach a diverse audience in the areas of nature, wellness, art, recreation, environmental stewardship, and history.

### Series Program Sponsorships

#### Spinclusion RideABILITY – \$10,000

Adaptive cycling programs for riders of all abilities. March through November, rides are offered free to the public, groups, and targeted outreach to vulnerable and often isolated populations to help them access the outdoors and experience the joy of riding on the trail.

#### TrailWell – \$7,500

Fitness and wellness experiences utilizing the Elizabeth River Trail as an accessible platform for mental health promotion and holistic wellness activities focused on outdoor recreation, mindfulness and healthy food choices.

#### Nature for ALL – \$5,000

Making outdoor exploration accessible, inclusive and educational. Programming includes monthly botanical walking and bike tours, hands-on stewardship, environmental tours with local specialists, tree planting, invasive species removal and native plantings as well as volunteer opportunities.

#### Tour de ORF – \$5,000

A full year featuring your logo on the Tour de ORF graphic, mentioned in social media posts, and listed in our annual impact report! Tour de ORF group rides occur on the first Sunday of each month and host 25 - 50 riders.



#### Poetry on the Trail – \$2,500

A curated, rotating series bringing words and art into the trail experience. A yearly celebration of Virginia poets with featured works on the trail to encourage a connection to nature and place.



# PATH FORWARD

## YES, HERE IS MY 2025 - 2026 SUPPORT

Please consider *BOTH* annual fund support and a special sponsorship to achieve the most in this transformational year, 2025 - 2026!

Your gift will be put to work where it's needed the most. In return, we look forward to providing you with special recognition at the level(s) you choose.



Scan for Online Pledge Form

### Annual Fund

- Legacy Builder \$25,000
- Bridgebuilder \$10,000
- Riverrider \$5,000
- Railrunner \$2,500
- Pathfinder \$1,000
- Explorer \$500
- Other: \$ \_\_\_\_\_

- One-Time Donation
- Recurring Donation

Number of Installments (over 3 years max): \_\_\_\_\_

First Payment Date: \_\_\_\_\_

Last Payment Date: \_\_\_\_\_

Frequency:

Monthly    Quarterly    Semi-Annually    Annually

### Trailside Headquarters

- ERT HQ Naming Sponsor \$25,000 (Thank you, MHI!)
- ERT Headquarters Champion \$10,000 (2 Available)
- Bike Fleet Sponsor \$7,500 (2 Available)
- Hydration Sponsor \$2,500
- Mural Sponsor \$2,500
- ERT Store Sponsor \$2,500
- Trail Partner Sponsor \$1,000
- Trail Friend Sponsor \$500
- Other: \$ \_\_\_\_\_
- 

- One-Time Donation
- Recurring Donation

Number of Installments (over 3 years max): \_\_\_\_\_

First Payment Date: \_\_\_\_\_

Last Payment Date: \_\_\_\_\_

Frequency:

Monthly    Quarterly    Semi-Annually    Annually

### Event Sponsor

- Trailside HQ Grand Opening \$2,500
- ERT Sail250 \$10,000 (Thank you, Harvey family!)
- Celebrate Trails Day \$5,000
- Field Day \$3,000
- Halloween Puppy Parade \$1,000
- Annual Glow Party \$10,000
- Spinclusion RideABILITY Series \$10,000
- TrailWell Series \$7,500
- Poetry on the Trail \$2,500
- Tour de ORF \$5,000
- Nature for All \$5,000

- One-Time Donation
- Recurring Donation

Number of Installments (over 3 years max): \_\_\_\_\_

First Payment Date: \_\_\_\_\_

Last Payment Date: \_\_\_\_\_

Frequency:

Monthly    Quarterly    Semi-Annually    Annually

**Total Gift Amount: \$ \_\_\_\_\_**



# PATH FORWARD

## Contact Information

Organization (if applicable):

Contact Name:

Address:

Website (if applicable):

Title (if applicable):

Preferred Email:

Phone number:

## Recognition and Promotion

Would you like to be recognized for your partnership?

Yes

No

How would you like your listing to read?:

May ERTF promote you as a partner on social media and in printed materials?  
(If yes, we will be in touch to obtain a file of your logo.)

Yes

No

Media Contact Name (if applicable):

Marketing Contact Email (if applicable):

Signature:

Date:

By signing above, I attest that I have the authority to enter into this agreement on behalf of myself or the organization listed herein. I, or an authorized representative, will notify ERTF should any adjustments to or cancellations of this agreement be needed.

### **Questions? I'd love to hear from you!**

Kindra Greene

Executive Director

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*The Elizabeth River Trail Foundation is a tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code. The Elizabeth River Trail Foundation, P.O. Box 3042, Norfolk, VA 23514 [www.elizabethrivertrail.org](http://www.elizabethrivertrail.org)*