



## Every Step Forward Starts with **YOU!**

### Calling Corporate Supporters - Now is the Time

Associate your **company's** name with expanding the **region's** most popular multi-use trail, the 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 **700,000 visitors annually**. Thanks to generous donors like you, the non-profit Elizabeth River Trail Foundation has built a strong success story alongside our lead partner, the City of Norfolk, together 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 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).

Such achievements **of the trail foundation with lead partner the City of Norfolk and community supporters in June 2025** 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 (Spring 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 as our trail, alongside many Norfolk businesses, serves as host to Olympic-scale crowds for this once-in-a-generation event.

## Be Part of the Next Chapter

As the foundation approaches our 10-year anniversary, we invite you to maximize these incredible opportunities for your company to earn regional appreciation by supporting the Path Forward, our special year of giving.

Your gift will grow the annual fund **to** 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**.

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



## NEW TRAILSIDE HQ

**Spring 2026 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 spring 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.



### FULLY FUNDED! THANK YOU, Generous Supporters

Thanks to generous supporters like you, this **1,300 sq. ft. landmark hub** opens April 25, 2026 in Norfolk's Chelsea. Our first ever Trailside HQ 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.

### Don't Miss the Grand Opening!

**Saturday, April 25, 2026 - 9:30 am - 1 pm**  
**715 Orapax Avenue**

**Thank You, Trailside HQ Lead Sponsor - VIGOR Marine MHI Norfolk**

## ANNUAL FUND

### Support the Trail Your Customers and Employees Love

Associate your company with **the next big successes of Virginia's most beloved urban waterfront trail.**

The Elizabeth River Trail Foundation is relying on generous corporate supporters like you to fuel the path forward for achieving these ambitious goals:

- Expand East and North: Extend the trail into new communities, guided by resident and partner input. Your gift **is leveraged many times over with key** support from the City of Norfolk, grants and pro-bono services **from design and engineering firms.**
- Connect regionally: Link to emerging trail networks in Virginia Beach and Portsmouth, and ultimately become part of the East Coast Greenway.
- **P**resent strong trail programs to engage the community: Support growing programs such as kayak and bike rentals **to create quality of life through recreation, art, wellness, and community engagement initiatives.**
- *Choose the event or program series you find most compelling. Your company name will be front and center for promotions.*

*"Whether I'm biking, walking, or running on the trail, it's done a lot of good for my soul." - Jem*



# Annual Sponsorship Levels

Annual commitments of Corporate Supporters provide stability for the foundation to work toward expanding this world-class trail to reach more communities of trail users and inspire people and businesses in the region.

## LEGACY BUILDER - \$25,000

- ALL BRIDGEBUILDER BENEFITS
- NAME LISTED ON WEBSITE
- SPOTLIGHT, E-NEWSLETTER
- PREMIERE RECOGNITION AS SPONSOR OF A TOP EVENT OR PROGRAM SERIES
- TEAM BUILDING TRAIL EVENT TAILORED TO YOUR STAFF (BIKING, HIKING, VOLUNTEER CLEANUPS & MORE)

## BRIDGEBUILDER \$10,000

- ALL RIVERRIDER BENEFITS
- NAME LISTED ON WEBSITE
- SPOTLIGHT, E-NEWSLETTER
- RECOGNITION AS SPONSOR OF AN EVENT OR PROGRAM SERIES
- TEAM BUILDING TRAIL RIDE FOR 12 (ADA ACCESSIBLE)

## RIVERRIDER - \$5,000

- ALL RAILRUNNER BENEFITS
- NAME LISTED IN MONTHLY NEWSLETTER
- RECOGNITION AS SPONSOR OF AN EVENT OR PROGRAM SERIES

## RAILRUNNER - \$2,500

- ALL PATHFINDER BENEFITS
- RECOGNITION AS EVENT OR PROGRAM SPONSOR

## PATHFINDER - \$1,000

- ALL TRAIL MIX COLLECTIVE BENEFITS IF QUALIFYING
- RECOGNITION AS EVENT OR PROGRAM SPONSOR
- NAME LISTED IN ANNUAL REPORT

## TRAIL MIX COLLECTIVE

- **NEW!** TRAILSIDE BUSINESSES MAKING RECURRING MONTHLY GIFTS (MIN. \$25/MO OR \$300/YR)
- DIRECTORY LISTING
- RECOGNIZED AS SPONSOR FOR FREE TRAIL MIX OF THE MONTH, TRAILSIDE HQ
- MEDALLION

Becoming a Corporate **Supporter** is simple! Complete your pledge form today or email [Kindra.Greene@ElizabethRiverTrail.org](mailto:Kindra.Greene@ElizabethRiverTrail.org) to discuss how you and your organization would like to support the trail.

## 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. **Annual fund corporate supporters are invited to choose an event or program series for sponsor recognition.**

### **MLK Day of Service - \$2,000**

*Annually in January on MLK DAY*

Our biggest volunteer cleanup; 200+ volunteers make the trail beautiful in the vicinity of Harbor Park.



### **Bike to Work Day - \$1,000**

*Annually in May*

Sponsoring our trail "pit stop" for Bike to Work Day with refreshments and biker perks at our new Trailside HQ.



### **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 & fun. The only luminous trail in the region; one of our most popular events.



### **International Coastal Cleanup - \$2,000**

*September 19, 2026*

Sponsor 100+ volunteers participating in this worldwide event to count and track litter picked up along the ERT.

### **Volunteer Appreciation Celebration - \$2,500**

*Annually in December*

Help us recognize our invaluable volunteers. Award ceremony, refreshments, tokens of appreciation.

## SERIES SUPPORT

With more than 700,000 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 with one of our ongoing series, **your company will** be part of reaching 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 Series Sponsor - \$5,000 (Secured)

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.

**NEW! Tour de ORF Monthly Sponsor - \$1,000** Pick your month to sponsor one of the first Sunday bike tours.