



Every Step Forward Starts with **YOU!**

Calling Individual Supporters - 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 **700,000 visitors annually**. Thanks to generous donors like you, 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).

Thanks to supporters like you and our lead partner the City of Norfolk, in June 2025, 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 2026):** 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. Our goal is \$200,000 from the community, leveraging much more in partner support including the key support of our lead partner, the City of Norfolk.

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

Your support will achieve more miles, more programs and more amenities for the trail you love. We're also adding more perks as our thanks for the generosity of our **LEADING SUPPORTERS**.

NEW PERKS - Bridgebuilder \$5,000 - \$10,000+

- **One-of-a-Kind Trail Excursion for 4.** A piloted "electric tri-taxi," decorated for your special occasion (birthday?anniversary?), will take you and your special someone on a curated tour of staff trail favorites with picnic of top trail treats. Invite 2 more to join you on free rental bikes or e-trike.
- **Recognition as sponsor** of an event or program series of your choice (see opportunities, next pages)
- **Latest ERT merch (1 item),** plus bike bell, supporter sticker.



Piloted trail excursion for 4 - new for Bridgebuilders.

NEW PERKS - RiverRider \$2,500 - \$4,999

- **One-of-a-Kind Trail Excursion for 2.** A piloted tri-bike, decorated for your occasion, takes you and a special guest on a curated tour of staff trail favorites with picnic of trail treats.
- **Recognition as sponsor** of an event or program series (see opportunities, next pages).
- **Latest ERT merch (1 item),** plus bike bell, supporter sticker.

NEW PERKS - Pathfinder \$1,000 - \$2,499

- **Free half-day bike rentals for 2.**
- **Recognition as sponsor** of an event or series (see opportunities, next pages).
- **Latest ERT merch (1 item),** plus bike bell, supporter sticker.

NEW PERKS - Explorer \$300 - \$999

- **Free half-day bike rental for 1.**
- **Latest ERT merch (1 item),** plus bike bell, supporter sticker.

NEW - MONTHLY GIVING CLUB! JOIN THE WAYFINDER COLLECTIVE.

- *Make your annual commitment easy to pay - spread it across monthly gifts.*
- *You'll also be providing consistent, stable support for the trail you love.*
- **First 75 monthly givers (min. \$10/mo.) receive our NEW ERT Hydro Flask,** a steel insulated bottle made possible by Hydro Flask Charitable Giving.



Free Hydro Flask goes to first 75 monthly givers.

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 leading donors 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. Annual fund top supporters can align with one of our ongoing series. You'll 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.

Tour de ORF Sponsor of the Month - \$1,000

NEW! Pick your month to sponsor one of the first Sunday bike tours. Invite your family & friends to be part of the ride.