

Corporate Partnerships



**WISSAHICKON
TRAILS** CONNECTING LAND,
WATER & PEOPLE

PARTNER WITH WISSAHICKON TRAILS

Does your company want to create a deeper connection with our community and show a shared commitment to protecting and enjoying the preserves, trails, and waterways in the Wissahickon Valley? Then join over 100 committed corporations and local businesses that partner with Wissahickon Trails each year through numerous impactful programs and events.



Merck & Co., Inc. Volunteers

WHERE WE WORK

Our work is in the Wissahickon watershed consisting of 64 square miles of land that drains into the Wissahickon Creek. We focus on the Montgomery County, PA portion of the watershed. It is our responsibility as a land conservation organization to recognize the history of the land we steward and to acknowledge that it is the traditional and ancestral territory of the Lenni Lenape people.

ABOUT WISSAHICKON TRAILS

We believe that people benefit when nature thrives. In 1957, nine community members turned their concerns about flooding in the Wissahickon Valley into a trusted, local nonprofit. Since then, Wissahickon Trails has preserved nearly 1300 acres of open space on 12 preserves with 24 miles of hiking trails. In addition, we monitor water quality in the Wissahickon Creek and provide education opportunities for schools and the public, alike.

WISSAHICKON TRAILS

12 Morris Road | Ambler, PA 19002
wissahickontrails.org
215-646-8866



Four Mills Barn, Wissahickon Trails Headquarters

We look forward to working with you to develop a partnership that meets your company's goals, needs, and objectives. For more information, contact

Lisa Hansell, Senior Development Manager

lisa@wissahickontrails.org | 215-479-7432-cell

SIGNATURE EVENTS - LEVELS RANGING \$500 - \$25,000

Sponsoring a signature event will provide your company exposure to local, civically minded individuals who trust our work and our partners. Your company will receive name recognition through all our marketing channels, event signage, and event materials (such as t-shirts). We welcome and encourage sponsors to participate in our events by providing complimentary registrations/tickets.

Maple Sugaring Festival – Early March

Over 300 attendees, mostly families and scout troops learn about the maple sugar process and its connection to the land and native peoples.

Wissahickon Creek Clean Up – Last Saturday in April

Over 400 families, community groups, businesses and people from across the region clean the Wissahickon Creek and celebrate their hard work at the Talkin' Trash" picnic.

Tex Mex 5k Race for Open Space – Wednesday in June

Started in 1991 by Tex Mex Connection restaurant, this race is a tradition that attracts 1500 runners, 100 volunteers, and the North Wales community for a 5k road race followed by margaritas.

Walk the Wissahickon – late September

A yearly tradition since 1996, bringing 150 walkers onto the Green Ribbon Trail with guided walks at various lengths with stops for snacks and lunch along the way.

Craft Beer by the Creek

This family (and dog) friendly event features live music, local craft beer/cider and food trucks at the Four Mills Barn, Wissahickon Trail's headquarters.

Green Ribbon Gala – Wednesday in October

Largest fundraising event of the year celebrating the Wissahickon Trails' community with 200-250 attendees.

Green Ribbon Trail Race – 1st Saturday in November

150 runners enjoy a 5-mile fall trail run on the Green Ribbon Trail followed by brunch.



OUR REACH

Social Media
12,600 followers

Website
4,100 visitors per month

Email
6,300 subscribers

Newsletters
2,500 addresses

Trail Use
500 visitors on peak days



Creek Clean Up
Saturday, April 30, 2022

Thank You to Our Sponsors



The Philadelphia Cricket Club



ENGAGEMENT PROGRAMS - LEVELS RANGING \$500 - \$5,000

We engage community members of all ages in a variety of educational initiatives. Sponsorship of these programs range from \$500 - \$5,000 and include recognition of your company's support through all our marketing channels and at in-person programs. Appropriate sponsorship level will be discussed per project based on the needs of the sponsor and Wissahickon Trails.

Community Science Program

Community Scientists collect data about the wildlife and habitats throughout our preserves through programs such as Monarch tagging, Nest Box monitoring, and Creek Watch. This data is used to determine future management plans and provides community members a way to make a significant contribution, in a hands on way.



Creek Watch volunteer

Hike Series

Our series of guided hikes throughout the seasons showcase a variety of preserves and trail connections in the Wissahickon Valley. Approximately 25 people attend each hike. This is one of our most popular program & almost always sell out.

Nature Programs

Over 1000 community members participate in virtual & in person programs each year learning about native gardening, bird migration, creek life, moths, and much more. These programs increase our visibility as well as provide people a way to learn more about the natural world in a fun way.

CONSERVATION PROJECTS - COST VARIES BY PROJECT

With 1,300 acres, 12 preserves, and 24 miles of trails to protect and maintain, conservation projects are always ready and available for funding and volunteers. Companies can provide support to a range of projects including trail maintenance, tree planting, and habitat restoration.

Management Plans

Our 12 nature preserves provide a space for the public to enjoy nature while protecting the creek, the plants, and the animals that call them home. Management plans establish projects and goals for the next 10 years to ensure our lands will be resilient in the face of climate change and benefit multiple species.

On-going Projects

- Trail maintenance including building or repair of boardwalks and bridges.
- Planting and maintenance of new trees and shrubs
- Invasive plant removal
- Creek clean ups



BLBB team cleaning the creek