



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



**2026**

# **CORPORATE SPONSORSHIP OPPORTUNITIES**

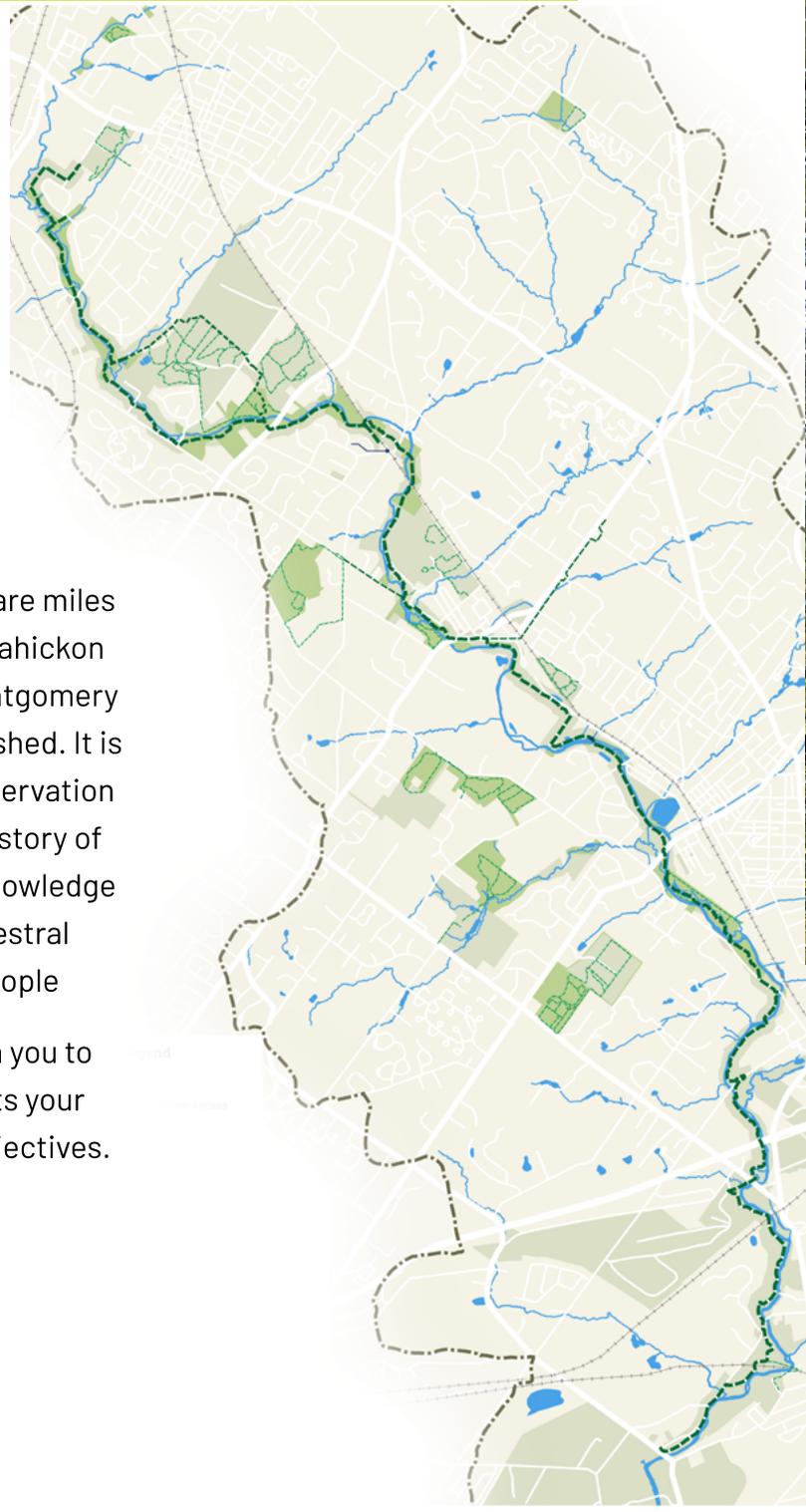
# PARTNER WITH WISSAHICKON TRAILS

Create a deeper connection with the community and show a shared commitment to protecting and enjoying the trails, green spaces, and waterways in the Wissahickon Valley by partnering with Wissahickon Trails each year through impactful programs and events.

## Where We Work

Our work is in the Wissahickon watershed consisting of 64 square miles of land that drains into the Wissahickon Creek with our 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

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





## **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 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.





**Wissahickon Trails is a nonprofit organization that does not receive federal, state, or local tax funding. We rely on contributions from individuals, corporations, and private foundations fulfill our mission and support daily operations.**

**Your financial contribution will help us maintain our trails, protect native habitats, and offer educational programs year-round.**



# COMMUNITY VISIBILITY

At the heart of our mission is connecting land, water, and people. Our signature events and public programs foster that connection. Sponsor an event or program series and gain valuable exposure to a community that trusts our work and our partners.

## OUR REACH

**19,000**

social media  
followers

**4,500**

website visitors  
per month

**8,025**

email  
subscribers

**2,000**

newsletter  
recipients

## Year-Long Sponsorship

Year-long sponsorship benefits range from \$25,000 to \$3,000 and include some or all of the following benefits.

Logo with link on website

Logo with link in bi-monthly emails

Choice of sponsorship for two or more events, nature programs, or hike series (excluding Tex Mex 5k and Green Ribbon Gala).

Complimentary tickets for signature events

Social media collaboration

Employee Engagement Opportunity

Featured article in digital and paper newsletter





## Connected Wissahickon Hike Series

This popular guided hike series runs year-round and highlights a range of preserves and trail connections throughout the Wissahickon Valley. Offerings include everything from monthly Power Hikes to leisurely 2-mile walks, appealing to participants of varying interests and fitness levels while reinforcing your company's support for healthy, active lifestyles.



## Serve the Preserve

Offered monthly from March through October, Serve the Preserve engages community members in hands-on stewardship activities that support habitat restoration and trail maintenance. These volunteer events help ensure long-term environmental health while maintaining safe and accessible outdoor spaces for the public. All skill levels are welcome, with training and tools provided, making participation inclusive and impactful.



## Public Nature Programs

More than 3,000 community members participate in Wissahickon Trails public programs each year. Sponsoring these programs will have your company name in front of our full audience throughout the year.

Your company logo will be featured across Wissahickon Trails' marketing channels throughout the year, including our website, email communications, social media, and program materials, ensuring sustained exposure to a highly engaged, values-driven audience.

# EVENT SPONSORSHIP

(Levels Ranging from \$600-\$25,000)



## Maple Sugaring Festival - February or 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 volunteers clean the Wissahickon Creek and its tributaries followed by the Talkin' Trash" picnic where they gather to celebrate their hard work.



## Tex Mex 5k Race for Open Space - Wednesday in June

Wissahickon Trails has been the main beneficiary for over 25 years. Hosted by Tex Mex Connection restaurant, this popular 5k is a tradition that attracts 1500 runners, 120 volunteers, and the North Wales community.



## Craft Beer by the Creek- Fall

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 - Fall

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

# Event Sponsorship Benefits

	<b>Lead Sponsor</b> \$25,000	<b>Environmental</b> \$10,000	<b>Preservationist</b> \$5,500	<b>Conservationist</b> \$2,750	<b>Trail Maker</b> \$1,400	<b>Small Business</b> \$600
Recognition on website, social media, newsletter, and promotional materials	✓	✓	✓	✓	✓	✓
Company logo featured on event materials (road signs, event signs, t-shirts)	✓	✓	✓	✓	✓	✓
Complimentary event registrations or tickets	<b>15</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>
Marketing presence at event	✓	✓	✓	✓	✓	
Employee Engagement Day	✓	✓				
Featured blog or article in digital & paper newsletter	✓					
One-time use of Four Mills Barn	✓					

# EMPLOYEE ENGAGEMENT

## (Levels Ranging from \$600-\$25,000)

Boost employee engagement by hosting a day outside with Wissahickon Trails. These flexible, hands-on projects support land stewardship and community science while being tailored to your team's size, interests, and schedule. Companies that donate qualify for corporate workdays, with sponsors receiving priority scheduling.

### Land Stewardship Days

- *Employees roll up their sleeves to help restore at one of our 12 preserves.*

Trail maintenance including building or repair of boardwalks and bridges

Planting and maintenance of new trees and shrubs

Invasive plant removal

### Community Science

- *Teams contribute to real-world environmental research.*

Pollinator projects such as Caterpillars Count, Milkweed Monitoring

Mini Bio-Blitz using iNaturalist app to collect data on flora & fauna

### Nature & Environmental Learning

- *Guided experiences that inspire connection with nature. .*

Nature walks

Virtual or on-site Lunch & Learn program with topics such as native gardens, birds, and pollinators



# MISSION INVESTMENT

## *(Cost Varies By Project)*

Companies seeking a deeper partnership can make a strategic financial commitment to Wissahickon Trails that delivers lasting environmental impact while elevating their brand as a leader in conservation.

Increased investment supports long-term land protection and community programs, provides enhanced visibility and recognition opportunities, and strengthens alignment with corporate sustainability and ESG goals.



### **Multi-Year Projects**

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. Larger conservation projects will align with our preserve management plans and trail accessibility work.



### **Community Science Programs**

Data collected through programs such as monarch tagging, nest box monitoring, bird banding, and creek watch is used to evaluate and determine preserve management plans. Select program data is also shared with programs that track populations and behavior of wildlife nationwide.



### **Educational Improvement Tax Credit Program (EITC)**

We partner with local school districts to provide both classroom and field-based environmental education to over 2,000 students and teachers. EITC is a state program that supports these programs by providing tax credits to businesses that make financial contributions to approved Education Improvement Organizations, such as Wissahickon Trails.

# BECOME A PARTNER TODAY

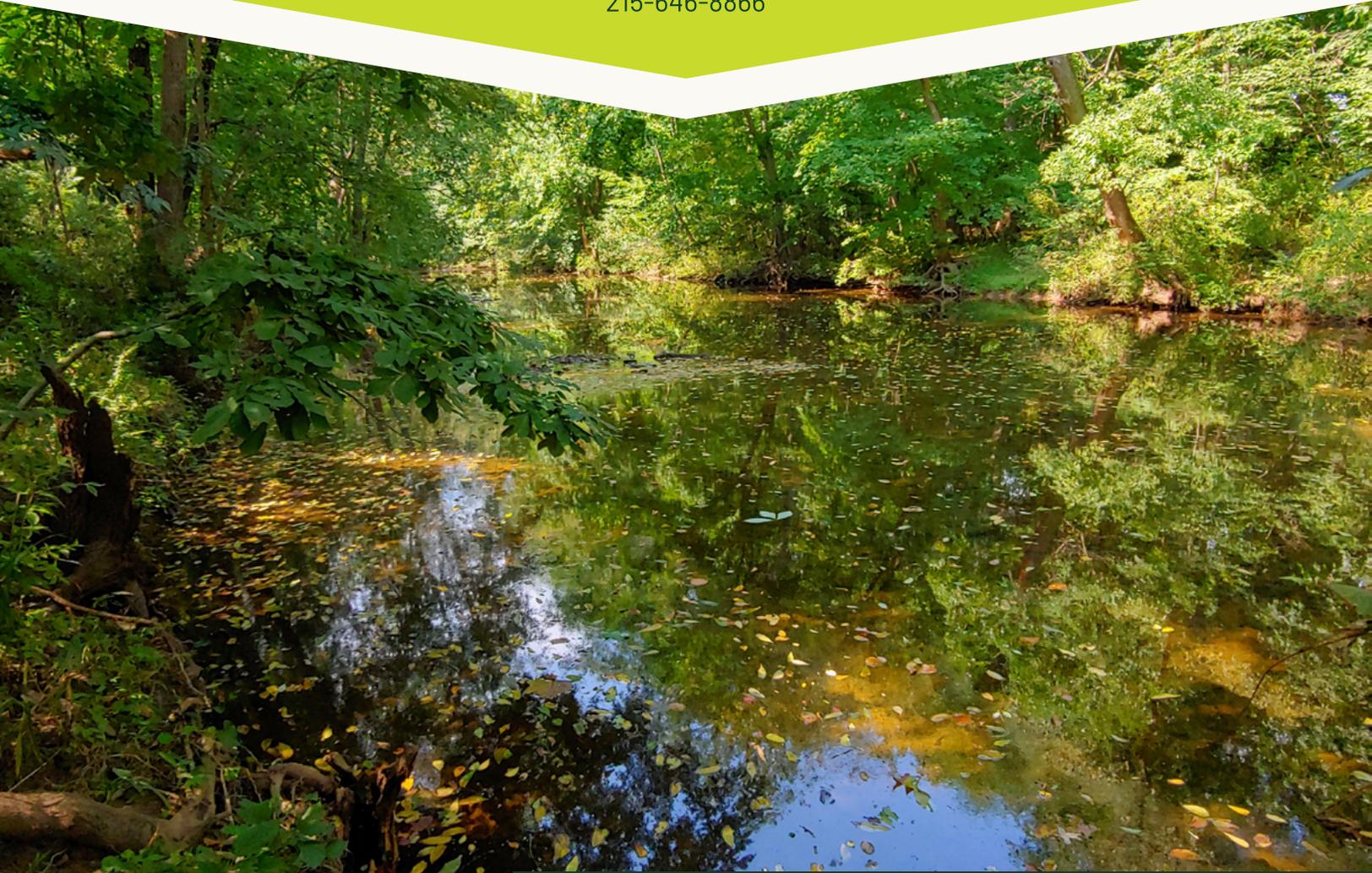
*Join over 100 committed corporations and local businesses that support our watershed*

## FOR MORE INFORMATION:

Contact Lisa Hansell  
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215-646-8866



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