



CORNER BROOK STREAM TRAIL CORPORATE SPONSORSHIP CAMPAIGN

DISCOVER HOW YOUR BUSINESS CAN HELP A GREAT CAUSE AND GAIN VALUABLE MARKETING OPPORTUNITIES.

 **Partner Levels and Benefits***

<p>The Trail Builder \$10,000+</p> 	<p>Naming rights to a project of choice.</p> <ul style="list-style-type: none"> • Opportunity to place marketing materials at the CBSDC booth during trade shows and info sessions. • Virtual Trail Sponsor. • Company name and logo as a "Feature Sponsor" on our community fundraising billboard. • Picture of cheque presentation and feature article on the CBSDC website and in the member newsletter. • Newprint media coverage. • Company logo and link listed as "Trail Builder" on the CBSDC website. • CBSDC framed certificate.
<p>The Trail Blazer \$5,000+</p> 	<p>Company name on a highly visible trail kiosk or trailhead.</p> <ul style="list-style-type: none"> • Virtual Trail Sponsor. • Company name and logo as a "Feature Sponsor" on our community fundraising billboard. • Company logo and link listed as "Trail Blazer" on the CBSDC website. • Picture of cheque presentation on the CBSDC website and in the member newsletter. • Newprint media coverage. • CBSDC framed certificate.
<p>The Pathfinder \$2,000+</p> 	<p>Virtual Trail Sponsor.</p> <ul style="list-style-type: none"> • Company logo and link listed as "Pathfinder" on the CBSDC website. • Picture of cheque presentation on the CBSDC website and in the member newsletter. • Newprint media coverage. • CBSDC framed certificate.
<p>Friends of the Trail \$1,000+</p> 	<p>Listed under "Friends of the Trail" on the CBSDC website.</p> <ul style="list-style-type: none"> • Picture of cheque presentation on the CBSDC website and in the member newsletter. • Newprint media coverage. • CBSDC framed certificate.

*We are a registered charity, receipts will be issued for all donations. Benefits are valid for one year; in-kind donations have a separate benefit system. Obvious structure benefits are valid long term.  WWW.CBSTREAM.COM

 **Partner Levels and Benefits***

<p>In-Kind Donations \$10,000+</p> 	<p>Company name on a trailhead sign.</p> <ul style="list-style-type: none"> • Company name and logo as a Feature Sponsor on the community fundraising billboard. • Company logo and link under "in-kind donations" on the CBSDC website. • Article on the CBSDC website and in the member newsletter. • Opportunity to place marketing materials at CBSDC booth during trade shows and information sessions. • Newprint media coverage. • CBSDC framed certificate.
<p>In-Kind Donations \$5,000+</p> 	<p>Company logo and link under "In-kind donations" on the CBSDC website.</p> <ul style="list-style-type: none"> • Company name and logo as a Feature Sponsor on the community fundraising billboard. • Article on the CBSDC website and in the member newsletter. • CBSDC framed certificate.
<p>In-Kind Donations \$500+</p> 	<p>Company listed under "In-kind Donations" on the CBSDC website.</p> <p>CBSDC framed certificate.</p>

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Visit us online
www.cbstream.com
to find out about our Partner Benefit Levels





THE CORNER BROOK STREAM DEVELOPMENT CORPORATION

CORPORATE SPONSORSHIP OPPORTUNITIES

THE TRAIL BENEFITS

TOURISM OPPORTUNITIES

- ❖ Captain Cooks Monument: one of the twelve countries Captain Cook explored.
- ❖ Corner Brook Stream Gorge: spectacular at approximately 180 ft high.
- ❖ Bird watching, hiking, orienteering, Geocaching, snowshoeing, skiing and swimming.

EDUCATIONAL OPPORTUNITIES

- ❖ Interpretative panels along the trail system depicting local history and environmental facts (salmon ladder, pine marten).
- ❖ Used by local schools, colleges and university for field study purposes.
- ❖ Used by community organizations for interpretive walks.

RECREATION/HEALTHY LIVING

- ❖ Used by community organizations for fundraising walks, competitive races, etc.
- ❖ Used by locals in an effort to reduce health concerns such as stress, high cholesterol, diabetes, obesity and to maintain overall physical fitness.

“We have seen a distinct rise in the number of people who have began walking for exercise. It is a daily occurrence in our store to have someone talking about the beautiful trails and vistas which make you stop and stare and keep them motivated to get out everyday.”

David Chaffey, President National Shoe Ltd.

OUR HISTORY

In the early 1980's, the Corner Brook Stream Trail began as a few small walking trails near the Glynmill Inn Pond in Corner Brook, NL. In 1991, the Corner Brook Stream Development Corporation (CBSDC) was formed by members of the general public, government agencies, Corner Brook Pulp and Paper Ltd., local environmental groups and the City of Corner Brook. They had a similar goal - to protect Corner Brook Stream and allow the public to enjoy its beauty. In the year 2000 a development plan was undertaken and in 2003 a Management Plan and Implementation Strategy was developed with the kind support of the Johnson Family Foundation. The CBSDC achieved charitable status in 2006 and is continuously building onto the trail system.

OUR MISSION

To guide the sustainable development and management of access systems and appropriate attractions within Corner Brook Stream Corridor and its environs.

OUR CAMPAIGN

Walking and hiking trails are popular tourism attractions; they contribute to real estate value; they preserve the environment; they are a vital link for students to downtown amenities; and they promote a healthy lifestyle for its users. Corner Brook Stream Trail Network is certainly an asset to our community, however, the commitment and cost of maintaining the trail network is significant.

The CBSDC has the following fundraising goals:

1. To successfully fundraise in all potential markets in support of the mission of the Corner Brook Stream Development Corporation.
2. To seek out and utilize funding for investment in projects and to facilitate partnerships that integrates the Corner Brook Stream Trail system into the social, economical and cultural fabric of the Western Region.

The CBSDC has a campaign goal of \$250,000. These funds will be used to maintain and sustain the trail system and provide leverage for future projects.





THE CORNER BROOK STREAM DEVELOPMENT CORPORATION

CORPORATE SPONSORSHIP OPPORTUNITIES

THE TRAIL BENEFITS

EMPLOYMENT OPPORTUNITIES AND CONTRIBUTION TO LOCAL ECONOMY

- ❖ The CBSDC provides hundreds of person weeks of employment yearly.
- ❖ The corporation has contributed significant dollars into the local economy through the purchase of materials for trail construction, maintenance and equipment rental.
- ❖ Trail users purchase products from local businesses such as walking/running shoes, jackets, etc.

ENVIRONMENTAL AWARENESS AND PROTECTION

- ❖ Preservation of the stream itself, providing a natural corridor in the heart of the city.
- ❖ Wetland Interpretation site preserves wetlands in our City.
- ❖ Salmon ladder interpretive signage raises awareness of spawning activity in the Corner Brook Stream.

ENHANCEMENT FOR BUSINESS AND REAL ESTATE DEVELOPMENT

- ❖ Studies have proven that property values increase with the proximity of trails.
- ❖ Used as a transit system to downtown for university students and residents alike.

"A popular activity for cruise passengers is exploring the city utilizing the Corner Brook Stream Trail and we consistently receive appreciative comments for such a well maintained, safe and well signed network. Walking the trail is one of the best ways to experience the vibrant autumn colours, a key attraction for ships calling on our region in the fall."

Nora Fever, Business Development Manager, Corner Brook Port Corporation

*PARTNER LEVELS AND BENEFITS**

We believe our partner benefit packages will offer your company positive opportunities through our ongoing marketing initiatives. The following are descriptions of some of the corporate benefits offered at various levels of support:

PROJECT OF CHOICE:

The CBSDC is continuously working on new projects and ideas. Our organization will gladly assist you in choosing an available project. Your company may have the privilege of sponsoring a project that can range from infrastructure (ie. Wetland Interpretation site, connector bridge) to programs that will enhance community involvement (ie. Ready, Set Walk Program, guided educational tours).

COMMUNITY FUNDRAISING BILLBOARD

Show your support with your company name and logo listed as a "feature sponsor" on our community fundraising billboard. A thermometer will gauge our progress to our fundraising goal: \$250,000

TRAIL KIOSKS AND/OR TRAILHEAD SIGNS

Your company name and logo on a trailhead sign is a great way to show your support for such a valued community resource. Also, trail kiosks are strategically located at highly visible locations on the trail for the convenience of its users. The kiosks are located at the following areas:

- The Participark
- The Rotary Rest area near City Hall.
- Margaret Bowater Park North Side.

VIRTUAL TRAIL SPONSOR

As a virtual trail sponsor, your donation will contribute to the maintenance of a particular section of trail for one year. Your company name will appear when a website visitor moves the cursor over a particular section of trail on the map.

CBSDC WEBSITE

Increasing in popularity from our marketing initiatives, our website is a great way to promote your business. Our website provides information on our trail system, family membership, memorial program, volunteer recruitment, trail damage reporting, events/activities and an interactive trail map.

*All benefits are honoured for one year (with the exception of the obvious \$10,000 level sponsorship). As a non-profit charitable organization receipts are issued for all donations.

