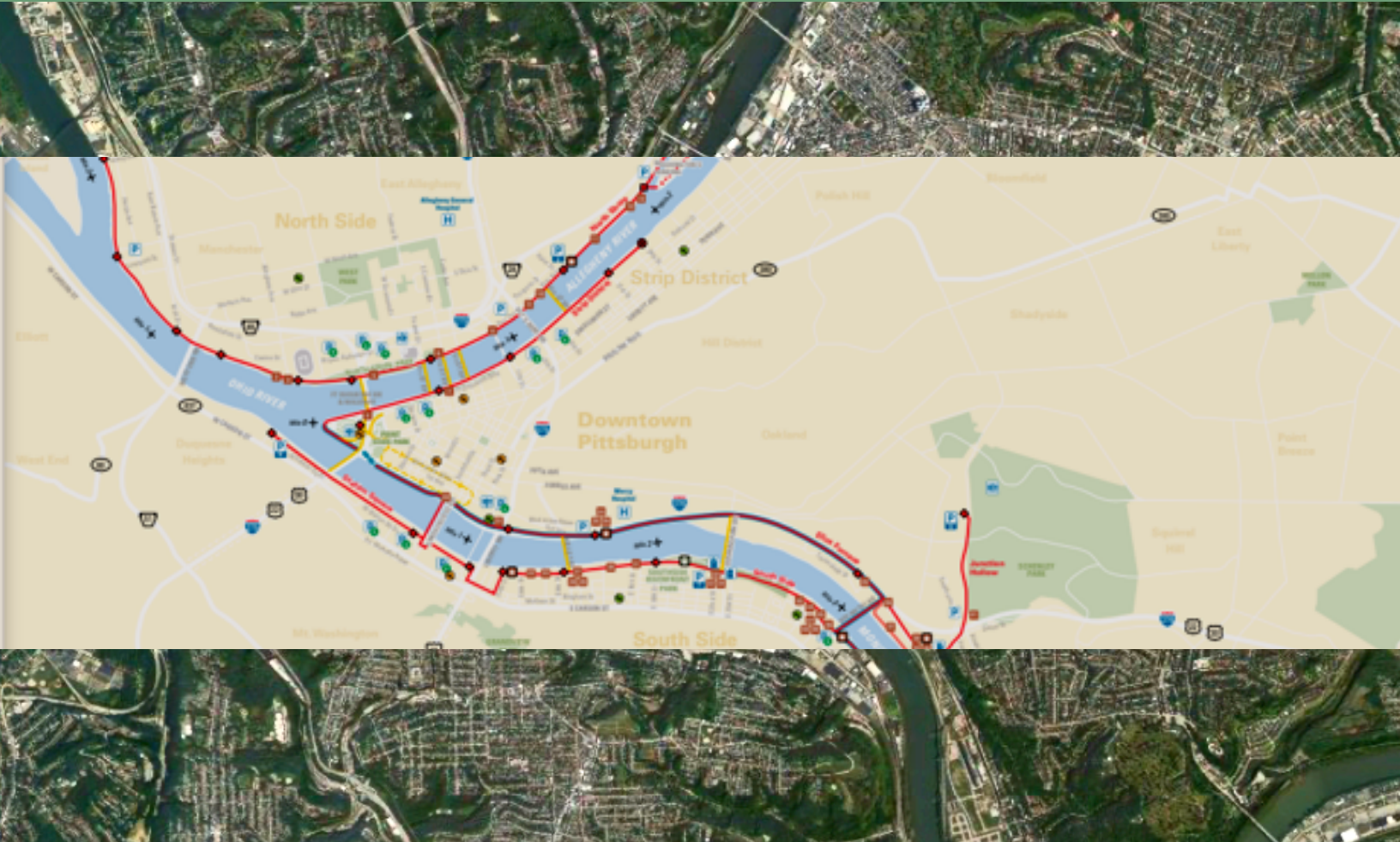


THREE RIVERS HERITAGE TRAIL

Map Sponsor Opportunities



Three Rivers Heritage Trail Map

by the numbers

- 17,000 printed maps produced
- 15,396 annual visitors to the virtual map
- 2024 map will be distributed over a 2- to 3-year period
- Distributed directly to businesses and non-profits and at community, recreational and arts events across Allegheny County and PA Visitors Centers statewide

Who We Are

Since 1991, Friends of the Riverfront has worked to protect and restore the riverfront in the Pittsburgh region through trail development and stewardship after decades of legacy pollution. The Three Rivers Heritage Trail now encompasses 33 miles of urban and suburban riverfront trails along both banks of the Allegheny, Monongahela, and Ohio rivers.

Through broad and diverse collaborations, we continue to work towards and promote environmental restoration, economic vitality, and public health benefits for Allegheny County and Southwestern Pennsylvania.



Volunteers at a riverside cleanup, Earth Day, 1991

Our Trails

The Three Rivers Heritage Trail is a designated National Recreation Trail system in the Pittsburgh region. This 33-mile nonlinear trail has segments on both banks of the Allegheny, Monongahela, and Ohio Rivers within Allegheny County with access to city of Pittsburgh neighborhoods, river town business districts, and local attractions.

- 33+ miles and growing
- Segments along the Monongahela, Allegheny and Ohio rivers
- 35+ further miles in development
- Key economic driver for Allegheny County and trailside communities



Youth programming on the trails

The Three Rivers Heritage Trail (TRHT) Map is the key outreach tool of Friends of the Riverfront, and personally reaches tens of thousands of people - residents, tourists, students - from every background and interest group over a sustained period of time. All TRHT map sponsors enjoy benefits for at least 2 years. An additional year may be included depending on the map reprinting schedule.

Level	Cost	Benefits
Presenting Sponsorship	\$10,000	<ul style="list-style-type: none"> • Recognition as "Three Rivers Heritage Trail Map presented by (company name)" in published materials. • Logo featured in both the map's front cover and back cover sponsor section • Presenting sponsor may choose to add a point of interest (store or office location) to the map. • Logo and link featured on our home page and pages related to the Map • Social media feature quarterly • Opportunity to attend & share your information at the Friends' annual Membership event (proj. attendance 200; scheduled June 20, 2024) • Annual employee volunteer event on the trail for up to 10
Navigator Sponsorship 2 available	\$5,000	<ul style="list-style-type: none"> • Recognition as the "Three Rivers Heritage Trail Map Navigator Sponsor" in published materials. • Logo featured on map's back cover in the sponsor section • Logo and link featured on our home page and pages related to the Map • Social media feature quarterly • Opportunity to attend & share your information at the Friends' annual Membership event (proj. attendance 200; scheduled June 20, 2024) • Annual employee volunteer event on the trail for up to 10
Trail Mapper Sponsorship 3 available	\$3,000	<ul style="list-style-type: none"> • Recognition as the "Three Rivers Heritage Trail Map Trail Mapper Sponsor" in published materials • Logo featured on map's back cover in the sponsor section • Logo and link featured on all pages related to the Map • Social media feature twice per year • Opportunity to attend & share information at the Friends' annual Membership event (proj. attendance 200; scheduled for June 20, 2024)

See more sponsorship levels below

THREE RIVERS HERITAGE TRAIL

Map Sponsor Opportunities



Level	Cost	Benefits
Pathfinder Sponsorship 5 available	\$1,000	<ul style="list-style-type: none"> • Recognition as the "Three Rivers Heritage Trail Map Pathfinder Sponsor" in published materials • Logo featured on the back cover of the map in the sponsor section • Logo and link featured on the Three Rivers Heritage Trail Map pages • Social media feature annually
Orienteer Sponsorship 5 available	\$500	<ul style="list-style-type: none"> • Recognition as the "Three Rivers Heritage Trail Map Orienteer Sponsor" in published materials • Logo featured on the back cover of the map in the sponsor section • Logo and link featured on the Three Rivers Heritage Trail Map pages

Small Business Destination Sponsorships

Designed for small- to mid-sized trail-related businesses located on or near the Three Rivers Heritage Trail. Qualifying businesses include, but are not necessarily limited to, breweries, restaurants, bicycle repair or rentals, and recreational gear. A sponsorship allows the addition of up to 3 of your business locations to our map with an icon of your logo and inclusion in the map legend.

Level	Cost	Benefits
Single Trail Destination	\$500	Logo icon on our map representing the location of your trail-related business, and inclusion in the map legend
Multiple Trail Destinations	\$750	Logo icons on our map representing up to 3 locations of your trail-related business, and inclusion in the map legend

THREE RIVERS HERITAGE TRAIL

Map Sponsor Opportunities



Name: _____
As you would prefer it be listed on the map

Address Line 1: _____

Address Line 2: _____

City: _____ State: _____ ZIP: _____

Contact Name: _____

Title: _____

Email: _____

Phone: _____

LEVEL OF SPONSORSHIP

Presenting Sponsor \$10,000

Navigator Sponsor \$5,000

Trail Mapper Sponsor \$3,000

Pathfinder Sponsor \$1000

Orienteer Sponsor \$500

Destination Sponsorship

Single Location \$500

Multiple Locations \$750

By agreeing to this sponsorship, you agree to:

- Authorize the use of organization's name to be used on webpage and map
- Submit an electronic image* of corporate logo to kate@friendsoftheriverfront.org

Signature: _____ Date: _____

My check** is enclosed. (Check # _____)

I prefer to use a credit card

Please contact Kate Angell, Director of Development, at 412-925-2537 or kate@friendsoftheriverfront.org with any questions.