



Three Rivers Water Trail
Confluence of the Allegheny, Monongahela, and Ohio Rivers

Map & Guide

THREE RIVERS WATER TRAIL MAP SPONSOR OPPORTUNITIES

Three-Year Sponsorships 2025-2028



What's the Water Trail?

- Created by Friends of the Riverfront in the 1990s to bring people back to our renewed riverfronts
- A series of 30+ water access points on the Monongahela, Allegheny, Ohio and Youghiogheny rivers
- Managed and maintained by Friends of the Riverfront with the assistance of various other organizations

What's the Water Trail Map?

- Printed every 3 years, it details the Three Rivers Water Trail system and amenities
- 13,000 printed maps produced
- 2025 map will be **distributed over a 3-year period** directly to businesses and non-profits and at community, recreational and arts events across Allegheny County and PA Visitors Centers statewide

Why Support Friends of the Riverfront and Sponsor Water Trail Map?



Who We Are

We're Friends of the Riverfront, and since 1991, we're the organization that builds and maintains the 35+ miles – and counting – of the Three Rivers Heritage Trail and the 30+ access points on the Water Trail.

Regional Impact

In 2023, our trails were responsible for:

- \$26.5 million in economic activity
- \$16 million in earnings for local workers
- 1.3 million visits
- 57% of new commercial construction w/in 1/2 mile of the trail



Volunteers at a riverside cleanup, Earth Day, 1991

Now is the Time

Friends is launching a new effort to improve, expand and promote the Water Trail.

- Friends of the Riverfront released the first Management Plan for the River Trail in late 2024, laying out future expansion and promotion plans that will transform the region's relationship to its rivers
- In 2025 and going forward, Friends will be holding more events on the three rivers, including a 2025 Elected Representatives Paddle, expanded lock-through classes for kayaks and canoes, and increased efforts to care for and repair our riparian zones
- [This means more people and organizations than ever before will be using and sharing the Three Rivers Water Trail Map](#)



THREE RIVERS WATER MAP SPONSOR OPPORTUNITIES

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PRESENTING SPONSOR

Cost: \$8,500

1 available

- Recognition as "Three Rivers Water Trail Map presented by (company name)" in online and published materials for 3 years
- 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 for three years
- Social media feature quarterly for three years
- One employee volunteer or recreational event on the trail for up to ten

LOCKMASTER LEVEL

Cost: \$4,500

3 available

- Recognition as the "Three Rivers Water Trail Map Lockmaster Sponsor" online and in published materials for 3 years
- 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 for three years
- Social media feature annually for three years

CAPTAIN LEVEL

Cost: \$2,500

5 available

- Recognition as the "Three Rivers Water Trail Map Captain Sponsor" online and in published materials for 3 years
- 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 during first year of sponsorship

NAVIGATOR LEVEL

Cost: \$1,000

5 available

- Recognition as the "Three Rivers Water Trail Map Navigator Sponsor" online and in published materials for 3 years
- Logo featured on map's back cover in the sponsor section
- Logo and link featured on pages related to the Map for three years
- Social media mention at debut of map

See more sponsorship levels below

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Three-Year Sponsorships 2025-2028

HELMSMAN LEVEL

Cost: \$500

5 available

- Recognition as the "Three Rivers Water Trail Map Helmsman Sponsor" online and in published materials for 3 years
- 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

SMALL BUSINESS DESTINATION SPONSORSHIPS

Designed for small- to mid-sized trail-related businesses located on or near the Three Rivers Water 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

WATER TRAIL MAP AND LAUNCH – Cost: \$6000 SPECIAL OPPORTUNITY



This combines the sponsorship benefits of the Lockmaster Level with a sponsorship of one of the Water Trail Launches, which includes on-site signage at the sponsored launch for 3 years as well as additional options. Contact Friends of the Riverfront to discuss what launches are available for sponsorship or to inquire about additional launch support options.

THREE RIVERS WATER TRAIL AND MAP SPONSOR OPPORTUNITIES

Three-Year Sponsorships 2025-2028

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

Address Line 1: _____

Address Line 2: _____

City: _____ State: _____ ZIP: _____

Website: _____

Contact Name: _____

To complete sponsorship form
and pay online, follow QR code:

Title: _____

Email: _____

Phone: _____



LEVEL OF SPONSORSHIP

Presenting Sponsor \$8,500

Lockmaster Sponsor \$4,500

Captain Sponsor \$2,500

Navigator Sponsor \$1,000

Helmsman Sponsor \$500

Business Destination sponsorships

Single Destination Sponsor \$500

Multiple Destination Sponsor \$750

SPONSOR AGREES TO:

- Sponsor the Three Rivers Water Trail and Friends of the Riverfront at the indicated level
- 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 will complete my sponsorship pledge online

*Pledge & logo must be received by 4/30/2025 to be included in the printed map.

** Please make your tax-deductible sponsorship check payable to Friends of the Riverfront.