

SPONSORSHIP OPPORTUNITIES 2025-26



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ACT NOW FOR EARTH MONTH/DAY OPPORTUNITIES



- Sponsorship of all Friends events during **April (Earth Month)** - \$7,500
- Hold an all-day on-trail employee stewardship opportunity for up to 100 employees on **Earth Day, Tuesday, April 22** or either of the **two Saturdays closest to Earth Day** - \$10,000

Details p. 4



SCHEDULE YOUR 2025 EMPLOYEE TRAIL CARE DAYS NOW

The following are summaries of sponsorship opportunities. For a full listing of benefits for each, please contact Friends.

How to Use This Sponsorship Overview

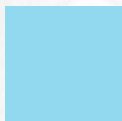
This packet includes summaries of Friends of the Riverfront's 2025 sponsorship offerings. It is arranged in order according to the Length and Type of sponsor commitment:

- Year-long / Multi-Year opportunities **pp 4-7**
- One-time opportunities/ Events **pp 8-9**
- Equipment/In-kind **p 10**

Each opportunity is color-coded to show you which aspect of our programming it will support:



Stewardship



Trail Experience



Event



Trail Development

LOCK IN SELECT SEASONAL AND MULTI-YEAR SPONSORSHIPS



2025 Native Riverfronts Sponsor: \$35k (January through December 2025)

2025 Public Trail Care Sponsor - \$25k (January through December 2025)

2025-28 Water Trail Map: 3-year sponsorships from \$8500 to \$500

2025-28 Water Trail Launches: 3-year sponsorships. Ask us for details.

Details p. 3-7

What's the impact of sponsoring Friends?



Sustaining our Trails. Your support allows us to maintain our 35+ miles of trail, covering trailside amenities, native plantings and volunteer-based beautification while maintaining a safe, accessible and clean Heritage and Water Trail system for millions of annual users.

Expanding our Trails. With 35 more miles in development, Friends needs support to keep expanding the Heritage Trail and Water Trail and connecting new communities.

Engaging Trail communities. Bringing people to our trails and back to our rivers is part of our mission. Your support ensures we can continue our education, outreach and recreational activities.

Advocating for Trails. We advocate for trails to our elected officials and community leaders, ensuring that the trail will continue to be there for future generations.

Our Impact By the Numbers

In 2023, the Three Rivers Heritage Trail accounted for...

- 1.3 million visits
- \$26.5 million in total economic impact
- \$16 million in earnings for local workers,
- \$5.7 million in tax revenue including \$1 million for schools and \$619,000 to municipal governments
- Carbon footprint savings equivalent to taking 233 gas-powered cars off the road
- Reduced medical costs of users by at least \$338,000

Benefits of Supporting Friends of the Riverfront

- Association with a broadly popular regional economic, environmental and recreational asset and nonprofit organization
- Highly visible impact and exposure for your company: the Three Rivers Heritage Trail hosts more than 1.3 million trips per year
- Visible impact – stewardship and support of our 35 miles of trails fills a crucial regional need with easy-to-see results
- Access to Friends' thousands of social media followers and newsletter subscribers
- Many support levels also include:
 - The opportunity to collaborate with Friends to create custom social media content
 - The opportunity to offer meaningful local outdoor volunteer opportunities to your employees and partners
 - Group membership benefits for employees
 - Window cling that identifies your organization as a Friends and trail supporter
- Customization – we are happy to discuss different benefits and funding levels not shown here or create something specific to your organization



We're continuing work on the Hazelwood to Carrie Furnace trail segment

We've found that area residents are most excited about the planned expansion of the trail from the neighborhood of Hazelwood and the Hazelwood Green development along the Mon to the National Historic Site of Carrie Furnace. This segment will include our existing trail segment at Duck Hollow.

Related sponsorship opportunity: [Building Bridges, Building Trails Fundraiser/Networking Event](#) will be held at Hazelwood Brewery in October and will celebrate this forthcoming trail segment. This event includes elected officials, companies, nonprofits and individuals who work to support and expand trails across the state.

Looking to make an impact in a specific neighborhood or area? We have 35 miles of trail and more than 30 water launches across Allegheny County.

We're expanding our promotion and events on the Water Trail

In 2024, we released the Water Trail Management Plan and held the first Elected Paddle event to call attention to the potential for water recreation on the three rivers.

Related sponsorship opportunities:

- [Native Riverfronts sponsorship](#)
- [3-year Water Trail Map Sponsorship](#)
- [Trail Experience Program sponsorship](#)

35+ miles of trail means more volunteers, trees, and maintenance

With more mileage, our Trail Stewardship team is looking for ways to make more impact

Related sponsorship opportunities:

- [2025 Public Trail Care Sponsor](#)
- [Trail Stewards Cohort Sponsor](#)
- [Train on the Trail Series](#)



Looking for easy ways to support Friends at a lower level of commitment?

- Sponsor our laid-back member appreciation event: [FriendsFest](#), in June. Held at a local brewery, sponsorships start at \$300 and can include a retro event t-shirt and employee memberships
- Support our [Water Trail Map](#). 3 years of exposure with levels starting at \$500
- Help us hold fun, impactful events through our [Trail Experience](#) program. Levels start at \$1,500 and can include event tickets for your employees
- Friends founded and maintains Pittsburgh's popular legal graffiti park, [Color Park](#), and we hold an annual community event in September. Color Park Graffiti Jam sponsor levels start at \$150

Yearlong and Multi-Year Sponsorship Opportunities

The following are summaries of sponsorship opportunities. For a full listing of benefits for each, please contact Friends. CONTACT: Kate Angell 412-925-2537

Earth Month/Day Sponsorships


April 2025

Sponsorship of all Friends events during April, Earth Month – at least 6 events, including a bike	\$7,500	 All programs
Hold an all-day on-trail employee stewardship opportunity for up to 100 employees on Earth Day, Tuesday, April 22 or either of the two Saturdays closest to Earth Day	\$6,000- \$9,000	 Stewardship

Additional benefits: Promotion of sponsor throughout April 2025 via all Friends communications channels, recognition at April events, logo on site for one year, and up to 10 memberships for employees. On-trail full-day stewardship event includes catered lunch for all attendees.


2025 Public Trail Care Sponsor

Jan-Dec 2025

Supports our 50+ public trail care events in 2025, including Trail Care Tuesdays, Thursdays, Saturdays and summer evenings. Recognition at all events, on all Friends communications channels and Friends vehicle, logo on website for one year, 4 half-day private trail care invitationals for your employees, and more.	\$25,000	 Stewardship
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Native Riverfronts Sponsor

Jan-Dec 2025

<p>Supports restoration of Heritage and Water Trail through installation of native trees, understory, pollinator areas, and rain barrel water stations along the three rivers. Benefits include:</p> <ul style="list-style-type: none"> • 6 Half-day employer trail care opportunities at champion corridor. Every other month, Jan through Nov. On-trail catered lunch included for 3 sessions, coffee and light breakfast at all sessions • Kayak and canoe float for up to 18 employees • Rain barrels branded with your organization logo • Educational information of the champion corridor provided to participants at the conclusion of workdays • Temporary signage with your logo during and after the trail care opportunities for up to 2 weeks after the completion of each opportunity • Promotion of your org via all Friends communications channels - plus more benefits 	<p>Contact Friends to explore this option</p>	 <p>Stewardship</p>
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Trail Stewards Cohort Sponsor

March-Nov 2025

<p>Trail Stewards are individuals, families, and groups who adopt and care for a segment or launch to ensure our trail systems are monitored, clean and in good repair. Your sponsorship supports the 2025 cohort of 25+ trail stewards during their March-November season. In 2024, Trail Stewards contributed 900+ hours, removed 9,200 lbs of trash, and beautified miles of Heritage trail and Water Trail launches across Allegheny County.</p>	<p>\$10,000</p>	 <p>Stewardship</p>
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Train on the Trail Series Sponsor March–Oct 2025

<p>The Train on the Trail series offers enrichment opportunities for volunteers and trail users to gain knowledge and skills that benefit their trail experience, including info about native and invasive plants, watercraft safety, tree pruning and identification, riparian ecosystems, aquatic species and river health, and more. Benefits include recognition during all Train on the Trail sessions, on all Friends communications channels, and access to all sessions by employees of the sponsoring organization.</p>	<p>\$5,000</p>	 <p>Stewardship</p>
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Trail Stewardship Crew Leaders Sponsor March–Oct 2025

<p>Together with community members, trained and dedicated Crew Leaders help us greatly expand our impact. Crew Leaders help address maintenance needs across the burgeoning Heritage trail system such as riverbank restoration and tree planting, vegetation management, beautification of trailheads and accesses, and focused remediation of trash and litter. Benefits include recognition during all Stewardship events, and on all Friends communications channels.</p>	<p>\$3,500</p>	 <p>Stewardship</p>
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Water Trail Map Sponsor

May 2025-2028

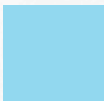
<p>THIS IS A 3-YEAR SPONSORSHIP. We update and print the Water Trail Map every three years and it is due to go to press in spring 2025. With our new emphasis on the Water Trail, our Map will be seen by more people than ever before. Benefits vary according to level, starting with premier placement and recognition.</p>	<p>\$8,500- \$500</p>	 <p>Trail Experience</p>
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Access the full Water Trail Map Sponsor packet here:




Trail Experience Program Sponsor

Feb-Nov 2025

<p>Our Trail Experience program provides educational, outreach and recreational opportunities for the Pittsburgh region – like our Sycamore Island Sojourn and Lock-Through Classes – associating your org with unique experiences. Benefits vary by level, but can include signage at all Trail Experience events including Trail Ambassador events, throughout 2025; placement on all Friends media outlets, tickets to our Lock-through kayaking events, and more.</p>	<p>\$25,000- \$1,500</p>	 <p>Trail Experience</p>
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Event Sponsorship Opportunities

FriendsFest Members Event Sponsor June 2025


<p>FriendsFest is Friends' annual member thank-you event with an attendance of 150-200. Boasting a relaxed vibe, beer, food, and fun activities, this is our way of showing gratitude to the communities and people who support the trails. Benefits include everything from a Presenting Sponsorship, with top-tier placement in all Friends media and advertising for the event, on down.</p>	<p>\$5,000-\$300</p>	 <p>All programs</p>
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Color Park Event Sponsor

September 2025

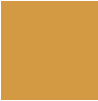
<p>Our annual community art and painting event celebrates and renews Pittsburgh's only legal graffiti park. The event brings together local artists to paint commissioned works with volunteers who help to renew and define the space for everyone to enjoy. Benefits include presenting sponsorship, signage, promotion via all Friends media channels, and more.</p>	<p>\$2,500-\$150</p>	 <p>Trail Experience</p>
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Building Bridges, Building Trails Biannual Fundraising Event Sponsor Oct 2025

<p>This is Friends' most prestigious event: our biannual ticketed fundraiser and networking event for trails. We present the Martin O'Malley Award to a regional trail champion, enjoy local cuisine and beverages, and offer a robust program and a venue for networking for all those businesses, orgs and individuals working to build and improve trails. Benefits include presenting sponsorship, signage, promotion via all Friends media channels, and more. Est attendance ~200-250.</p>	<p>\$8,500-\$500</p>	 <p>All programs</p>
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Trail Development “Trail Talks” Sponsor

Apr–Nov 2025

<p>Our Trail Development team will hold at least 5 “Trail Talks” or outreach and listening events in communities where we plan to expand the Three Rivers Heritage Trail. These open, casual events allow community members, business owners, and potential partners to get detailed information about the trail planning process and our trail development work. Benefits include signage at all events and logo on all event promotion</p>	<p>\$3,000</p>	 <p>Trail Development</p>
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Lock-Through Series Sponsor


May–Sept 2025

<p>Our immensely popular Lock-Through series – classes that teach those using our three rivers in kayaks and canoes to pass through our region’s locks – has expanded to 5 events on the Allegheny, Mon and Ohio in honor of our new focus on the Water Trail! Benefits include signage at all events, promotion across all Friends’ media, and tickets to the lock-throughs.</p>	<p>\$2,500</p>	 <p>Trail Development and Experience</p>
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Stewardship Electrification

<p>Decrease Friends' carbon footprint and increase the Stewardship's Team efficiency by sponsoring the electrification of Friends' tool and equipment storage units through professional solar array outfitting and appropriate hardware to charge battery powered tools, add lighting to each unit, and have onsite electricity for power washing our canoe and kayak fleet.</p>	<p>\$5,000-\$10,000</p>	 <p>Trail Stewardship</p>
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Water Buffalos and Rain Barrels

<p>Display your brand prominently on the Three Rivers Heritage Trail by sponsoring Friends' Water Buffalos and Rain Barrels. To ensure our extensive tree plantings thrive, they need regular watering. Buffalos and Barrels can be transported and stationed along the trail and can repurpose rainwater for trees and pollinator gardens. Logo placement.</p>	<p>\$2,500</p>	 <p>Trail Stewardship</p>
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Building Bridges, Building Trails Event Wine Pull and Raffle

<p>Our October 2025 premier fundraising and networking event offers both a raffle and wine pull that can only be successful with in-kind donations from our supporters. All donors are acknowledged in the event program and signage. For more significant in-kind support, event tickets are included.</p>	<p>\$5,000-\$150</p>	 <p>All programs</p>
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Sponsorships allow Friends to greatly increase our local and regional impact. Please contact us for full lists of benefits for each opportunity.