



ESSEX NATIONAL
HERITAGE AREA

Trails & Sails Sponsorship



TRAILS & SAILS 2010: TWO WEEKENDS OF WALKS AND WATER September 17-19 AND September 24-26

Developed by the Essex National Heritage Commission (ENHC) in 2002 as a countywide outreach event, Trails & Sails will celebrate its ninth anniversary with two weekends of events that shine a spotlight on the rich heritage resources of the region.



The event's principle objectives are to raise awareness of the spectacular natural, cultural, and historic resources available throughout Essex County and to connect residents and visitors to these treasures in fun, exciting ways. This year, Essex Heritage will partner with over 50 organizations to promote unique coastal sites along the Essex Heritage Scenic Byway and encourage residents and visitors to engage in cultural tourism experiences across Essex County, MA.

Distinctive opportunities abound for every age, skill level and interest. Participants enjoy special access to marshlands, forests, harbors, neighborhoods, wetlands, farms and historic sites throughout the 34 communities within the Essex National Heritage Area. Participants will experience these resources through hikes, walks, paddles, sails, rides and tours. What begins as awareness builds into a sense of pride and stewardship for these treasures, fostering a willingness to preserve them for future generations.

With the financial support of community sponsors, Trails & Sails audience participation continues to grow. Feedback from event hosts and participants remains overwhelmingly positive. Each year, Trails & Sails has expanded in new and exciting ways to continue to attract audience and cultivate supporters. The successful use of themed "trails" and "Doors Open" component are planned again for 2010. The program will offer unique opportunities for community sponsors to gain significant visibility in a publication with greater audience reach. Each venue is selected with the goal of connecting people to the places in new and inspired ways. We are open to identifying opportunities for exclusive visibility in certain communities, along a particular aspect of the "Essex Heritage Scenic Byway" or for activities that will attract a particular demographic group, such as smart phone users, active singles, families or "empty-nesters".



SPONSORSHIP

Trails & Sails 2010 presents a unique sponsorship and promotional opportunity for your business.

Sponsorship options are designed to compliment your community philanthropy programs and marketing objectives. All options will provide business partners the opportunity to directly reach each over 5,000 event



participants and 50 site hosts across Essex County. In addition, corporate sponsorship of Trails & Sails will result in increased geographic visibility. Over the years, Trails & Sails has been featured annually in the following places:

- Regional Newspapers
- Community Newspapers
- Boston Globe Magazine
- Boston Globe Calendar
- Boston Globe North
- The Boston Herald
- MBTA Car Cards – Commuter/Subway lines
- MOTTS Mass Getaway Guide
- Yankee Magazine
- Boston.com and a number of linked web-sites.

- Trails & Sails is prominently featured on the ENHC website, www.essexheritage.org, which experiences a 75% increase in page visitation in the months leading up to this popular event.

We continue to explore alternatives to our traditional visibility channels and are considering new media vehicles that could have a broader, more engaging, geographic reach, including cross-promotion to sponsor constituents, billboard advertising along the major thoroughfares and selective radio advertising. Sponsorship funds would underwrite these promotional opportunities.

PARTNERSHIP WINS

While the Essex National Heritage Commission (ENHC) manages and coordinates the overall event, it partners with diverse organizations to host each site location. We continue to seek creative ways to engage all entities within a community to participate in promoting their own unique resources. Examples of participating organizations include the Essex County Greenbelt Association, Ipswich Bay Circuit Trails Committee, Parker River National Wildlife Refuge, and The Trustees of Reservations. For-profit partners include the Cape Pond Ice Company, the Schooner Thomas E. Lannon and Atlantic Yankee Whale Watch.

Corporate sponsors of the Trails & Sails event share a demonstrated commitment to the Essex National Heritage Area as a special place to live, work and visit. We invite Essex County businesses to commit to the ENHC as a sponsor of Trails & Sails in a way that meets your unique marketing objectives. Please join us in preserving and promoting this unique heritage and the special quality of life enjoyed in this region through sponsorship of Trails & Sails 2010. Details of how your business can participate and demonstrate its commitment to the region's unique heritage are outlined on the attachments.