

East Coast River Relay



SPONSORSHIP OPPORTUNITIES





Honoring waterways, celebrating connections.

The East Coast River Relay is a series of organized walks, runs, bike rides, paddles, and other activities along the 3,000-mile East Coast Greenway from August 24 through October 30, 2017. The events help celebrate the 25th anniversary of the nonprofit East Coast Greenway Alliance.

When completed, the East Coast Greenway will be the country's longest continuous biking and walking trail, crossing through 15 states from Maine to Florida to link communities all along the most populated corridor of the United States.

The River Relay aims to build awareness of and engagement along the East Coast Greenway. By the closing ceremony in Key West, we aim for 10,000 walkers, runners, cyclists, paddlers, yogis, and others to have participated in the relay.



15

states the River Relay
will travel through

50+

events: walks, runs, rides,
talks, clean-ups, and more

10,000

participants, from
Maine to Florida

1 million

people engaged through
media coverage

East Coast



River Relay

Connecting people to nature via the Greenway.

The East Coast River Relay offers an opportunity to demonstrate your commitment and align your brand with environmental sustainability, active lifestyles, ecotourism, and more. Reach an energized audience in major markets throughout the Eastern Seaboard including Boston, New York City, Philadelphia, Washington, D.C., and Miami.

River Relay signage, promotional materials, social media posts, and e-news — a distribution network of more than 60,000 members, donors, and friends — will thank our sponsors while media coverage of events will spread the exposure still farther.

In addition to supporting the nonprofit East Coast Greenway Alliance, your River Relay sponsorship also helps highlight local and national groups working to promote clean rivers and watersheds adjacent to the Greenway. Our common mission: Protect our rivers by connecting people to them, up close, via the East Coast Greenway.



Sponsorship Opportunities



Mention in all River Relay press releases	✓				
Feature story in <i>On the Greenway</i> e-newsletter, circulation 35,000	✓				
Name/logo on support vehicle	✓				
Verbal recognition at all River Relay events	✓	✓			
Logo on all printed and electronic materials	✓	✓	✓		
Name on all printed and electronic materials	✓	✓	✓	✓	
Recognition in social media posts	✓	✓	✓	✓	✓

Thank you for considering support of the East Coast River Relay. The East Coast Greenway Alliance reserves the right to select or decline sponsors based on alignment with ECGA mission and/or relevant ECGA strategic priorities.

Spots are limited, book your sponsorship today!

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