



Cazenovia Preservation Foundation

# 2024 Sponsorship Opportunities

The Cazenovia Preservation Foundation (CPF) invites you to be a sponsor. Individuals, foundations, and businesses can sponsor upcoming locations, events, and activities in 2024.

Your generosity helps us underwrite the costs of planning and hosting free educational programming for children and adults, furthers our conservation work, and provides for maintenance and stewardship of CPF properties and trails. We do all this for the enjoyment of the residents and visitors to our area. With your help, we can excel in our mission to protect the historical, agricultural, and natural resources in and around Cazenovia for the benefit of the community.

***Be a part of our future!***



The kiosks are what people see first when they arrive at a CPF trail.

CPF posts educational materials, maps, and event information to keep trail users informed.

### Additional Sponsorships Available in 2025

South Trail (Ballina Road) - \$5,000

South Trail New Woodstock - \$5,000

Gorge Trail @ Bingley Road - \$5,000

***Your name on a kiosk for 5 years!***

# Conservation Champion

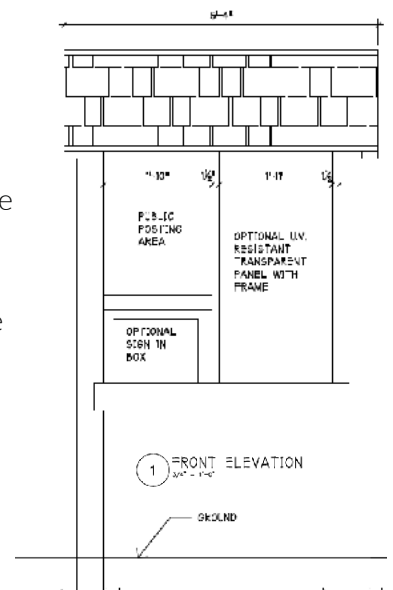
## Sponsor a Trail Kiosk

### Available for a 5-Year Sponsorship Today

- **Fenner Pond** - \$5,000
- **Gorge Trail Gateway** - \$5,000
- **Carpenter's Pond** - \$5,000
- **The Willow Patch Trail** - \$5,000
- **King's Field** - \$5,000

### Sponsor Recognition & Acknowledgement

- **Prominent Full Color Plaque:** Your name(s) and/or organization's logo in full color will be placed on the featured crossbar of the kiosk for the duration of the sponsorship period.
- **Ribbon Cutting and Unveiling:** You will be invited to join CPF board members, staff, trail volunteers, and members of the public for a kiosk "ribbon-cutting/unveiling," guided hike/walk, and photo opportunity.
- **Full-Color 8.5" x 11" Sign:** You will be recognized upon completion of the project with a full-color sign, which will remain on the "News & Events" section of the kiosk for 60 days.
- **Media Exposure:** CPF will provide photos and highlight your name and logo on its social media, website, and in articles and ads in local print publications.
- **Upland Journal Recognition:** You will be recognized in CPF's annual publication for each year of your sponsorship.
- **First Option for Renewal:** You will have the first option for renewal at the culmination of the sponsorship period.





Walks 'n Talks educate the community and get everyone outside.

Each event is led by a subject matter expert.

***A way of showing your commitment to education in our community!***






## Walks 'n Talks

### Sponsor Community Education

For this season, we have grouped our popular events into three distinct series with the goal of hosting three events per series. Most events occur on weekends, with few a held mid-week during school breaks. With an average of 18-20 attendees per event, this year's line-up will reach 150-200 individuals.

**Entire Season Sponsor: \$3,000**

**Individual Series Sponsor: \$1,000**

-  **Birding Series:** This year's birding series will feature guided bird walks and a birdhouse building workshop.
-  **Kids' Discovery Series:** Whether it's exploring the lifecycle of spring peepers and other amphibians or catching fireflies under a full moon, there's always something fun to learn!
-  **Fishing Series:** Something for everyone! This year, we'll be offering a learn-to-fish clinic for the young and young-at-heart at CPF's newly acquired pond property. Teens and adults can try their hand at tying flies or share tips and tricks to improve their fishing techniques.

#### Sponsor Recognition & Acknowledgement

- **Event Site Signage:** Your name and/or logo will be highlighted in full-color signage at the event check-in table. CPF will also display your name on event posters in prominent community locations.
- **Media Exposure:** Your name and logo will be highlighted on the event registration website, social media, CPF website, articles, and in ads in local print publications describing the event.
- **Upland Journal Recognition:** You will be recognized as a sponsor in CPF's annual publication.



10th  
Anniversary Year!



Walk Among the Spirits is a fun way to learn about the history of Cazenovia through the eyes of its early residents.

Help us celebrate 10 years of this CPF Halloween tradition!

# Walk Among the Spirits

## Sponsor a Community Tradition

Every October, CPF hosts the Walk Among the Spirits, a family-friendly tour of Evergreen Cemetery. Attendees take a guided lantern-lit walk to meet several “spirits.” The spirits share their stories and illustrate life in Cazenovia’s past.

Walk Among the Spirits has an average attendance of 350 guests each year.

- **Apparition Sponsor:** \$500 (includes 6 tickets)
- **Spirit Sponsor:** \$250 (includes 4 tickets)
- **Ghost Sponsor:** \$100 (includes 2 tickets)

### Sponsor Recognition & Acknowledgement

- **Event Site Signage:** Your name and/or logo will be highlighted in full-color tabletop signage at the event check-in table. CPF will also display your name on event posters in prominent community locations.
- **Media Exposure:** CPF will highlight your name and logo on the event registration website, social media, CPF website, and in articles and ads in local print publications describing the event.
- **Event Tickets:** You will get complimentary event tickets, in accordance with your sponsorship level.
- **Upland Journal Recognition:** You will be recognized as a sponsor in CPF’s annual publication.

*Keep this spirited tradition alive!*





Friends of all ages love to get outside and get some exercise before you “gobble.”

Come out and celebrate this holiday tradition with your family!

***You'll want to sprint to be a sponsor of this popular event!***



# Thanksgiving Day Turkey Trot

## Sponsor a Community Fitness Event

Everybody knows that the turkey is the centerpiece of Thanksgiving meal, so if you want to claim the top sponsor-level, you'll have to act fast! In 2023, nearly 300 runners and walkers attended our Thanksgiving Day Turkey Trot 5K race and 1-mile fun run.

### **Turkey Sponsor - \$600**

- Be the Official Race Starter: Stand before the poised lineup of runners, sound the air-horn and send the pack on their way down the trail.
- A complimentary turkey hat to wear as you cheer on the competitors which you can also wear home to impress your holiday dinner guests.
- Four complimentary race entries (\$80 value).

### **Stuffing Sponsor - \$300**

- Two complimentary race entries (\$40 value).
- The Brewster Inn stuffing for six for your holiday table (pickup at The Brewster Inn).

### **Pie Sponsor - \$150**

- One complimentary race entry fee (\$20 value).
- One Marlene Parlow “Really Good Pie” to enjoy with your holiday feast (pick up at 20 East).

### **Sponsor Recognition & Acknowledgement**

- **Event Site Signage:** Your name and/or logo will be highlighted in full-color signage at the event check-in table. CPF will also display your name on event posters in prominent community locations.
- **Media Exposure:** CPF will highlight your name and logo on the event registration website, social media, CPF website, and in articles and ads in local print publications describing the event.
- **Upland Journal Recognition:** You will be recognized as a sponsor in CPF's annual publication.





Snowshoeing is the fastest growing winter sport in the United States.

Embrace winter in Central New York!

## Snowshoe Sundays

### Support Winter Outdoor Recreation Opportunities in Your Community

It's important to our physical and mental health to embrace winter here in Central New York. Snowshoe Sundays offer a way to socialize, get some exercise, and explore CPF trails in winter. Every second and fourth Sunday of the month from January to March, CPF hosts a guided snowshoe walk. Groups split up according to age and hiking ability and complete anywhere from a 1-mile to 4-mile snowshoe walk. If there's no snow, we just go for a hike!

Events start at Meier's Creek Brewing Company and afterwards participants are treated to a complimentary Buy 1-Get 1 Draft Beer. Snowshoes are provided by Friends of Stoney Pond (FROSTY). In 2023, attendance ranged from 12-34 participants per event with attendees ranging in age from 6 to 82.

- **Season Sponsor:** \$1,200 (*Best value!*)
- **Hike Sponsor:** \$250

#### Sponsor Recognition & Acknowledgement

- **Announcement at the Event:** A CPF representative will acknowledge the season sponsor and the hike sponsor for that day.
- **Media Exposure:** CPF will highlight your name and logo on its social media, website, and in articles and ads in local print publications describing the event.
- **Upland Journal Recognition:** You will be recognized as a sponsor in CPF's annual publication.

*Enjoy the beauty of our snowy trails!*





Celebrate the newly designed trail access at the Buyea's entrance to the Gorge Trail.

Did you know that the Gorge Trail is part of the North Country National Scenic Trail?

***Come enjoy  
the new trail!***

# 2024 Gorge Trail Gateway Grand Opening

## Celebrating our Trails

CPF will be breaking ground on our Gorge Trail Gateway Project in the summer of 2024. The project will provide a dedicated bike/pedestrian entrance from Albany Street, create an improved trail area along the creek, improve stream habitat for trout and other fish, beautify the green space, and provide a safe crossing of Albany Street to connect with the trail to Creekside Park.

We are currently planning for an event in September of 2024 to invite the Cazenovia community to join us in celebrating the project designed to highlight the beauty of the trail and the creek in the heart of our community.

### **Sponsorship Levels:**

**Tier 1** - \$1000

**Tier 2** - \$500

**Tier 3** - \$250

### **Sponsor Recognition & Acknowledgement**

- **Event Site Signage:** Your name and/or logo will be highlighted in full-color signage at the event check-in table. CPF will also display your name on event posters in prominent community locations.
- **Event Announcement:** A CPF representative will acknowledge all the sponsors during remarks at the event.
- **Media Exposure:** CPF will highlight your name and logo on the event registration website, social media, CPF website, and in articles and ads in local print publications about the event.
- **Upland Journal Recognition:** You will be recognized as a sponsor in CPF's annual publication.





Enjoy a picnic supper with friends and the music of a Syracuse Orchestra ensemble in a beautiful outdoor setting.

# Music in the Meadow

## Sponsor a Community Cultural Event

In 2022, CPF hosted the first Music in the Meadow Event on a picture-perfect late summer evening at the Burlingame Meadow. The response from the 125 attendees was overwhelmingly positive. In 2023, we moved the event to Stone Quarry Art Park and attracted a crowd of 250 guests. We are so pleased that this event is becoming a summer tradition for the community!

- **Event Sponsor:** \$3,000 (includes 6 tickets)
- **Ensemble Sponsor:** \$2,000 (includes 4 tickets)
- **Instrument Sponsor:** \$1,000 (includes 2 tickets)

### Sponsor Recognition & Acknowledgement

- **Event Signage & Program:** Your name and/or logo will be highlighted in full-color signage at the event check-in table. CPF will also display your name on event posters in prominent community locations and in the event program.
- **Media Exposure:** CPF will highlight your name and logo on the event registration website, social media, CPF website, articles, and in ads in local print publications describing the event.
- **Event Tickets:** You will get complimentary event tickets (a \$25 value per ticket), in accordance with your sponsorship level.
- **Upland Journal Recognition:** You will be recognized as a sponsor in CPF's annual publication.

*It is magical!*





# 2024 Sponsorship Form

**Sponsor or Business Name** \_\_\_\_\_

*Please write it as you would like to be acknowledged.*

**Complete Mailing Address** \_\_\_\_\_

street

city

state

zip

**Contact Name** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Phone** \_\_\_\_\_

## Sponsorship Level

**Trail Kiosk Sponsor**

Kiosk Name: \_\_\_\_\_

Amount: \_\_\_\_\_

*Please list your kiosk(s) preference and we will contact you. See Conservation Champion page for options.*

<b>Walks 'n Talks</b> <i>(Season Sponsor? Circle all three.)</i>	Birding Series (\$1,000)	Kids' Discovery Series (\$1,000)	Fishing Series (\$1,000)
<b>Music in the Meadow</b>	Event Sponsor (\$3,000)	Ensemble Sponsor (\$2,000)	Instrument Sponsor (\$1,000)
<b>Gorge Trail Gateway Grand Opening</b>	Tier 1 (\$3,000)	Tier 2 (\$2,000)	Tier 3 (\$1,000)
<b>Walk Among The Spirits</b>	Apparition Sponsor (\$500)	Spirit Sponsor (\$250)	Ghost Sponsor (\$100)
<b>Turkey Trot</b>	Turkey Sponsor (\$600)	Stuffing (\$300)	Pie (\$150)
<b>Snowshoe Sundays</b>	Season Sponsor (\$1,200)	Hike Sponsor (\$250)	<i>Ask us about available dates.</i>

*Please circle your sponsorship level(s).*

**Total 2024 Amount** \_\_\_\_\_

Please make checks payable to  
Cazenovia Preservation Foundation.

Mail to: P.O. Box 627 Cazenovia, NY 13035

E-mail your logo to [admin@cazpreservation.org](mailto:admin@cazpreservation.org) for use on the CPF website and for display on event posters and signage. Please contact Jen Wong at 315-825-5654 with any questions.



- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship



**cazenovia preservation foundation**



## Cazenovia Preservation Foundation

The Cazenovia Preservation Foundation (CPF) is a 501(c)(3) accredited land trust protecting important historic, agricultural and natural resources in and around the Cazenovia community in Central New York. CPF protects nearly 3,400 acres of farmland, habitat and scenic landscapes through conservation easements, and owns 436 acres of open space with thirteen miles of public-use trails. CPF also holds eleven historic structure easements that help maintain the character of the Village center and surrounding area.

February 2024

