



CORPORATE PACKAGE

Who We Are

In 2013, many local organizations began discussions about the expansion of our communities' trail infrastructure. With so many projects to choose from, the partnership decided to concentrate its energy and work towards the completion of the E&N trail through Nanaimo and region. The Nanaimo Region Rail Trail Partnership was thus formed with the goal of working with the City and Regional District to complete the Rail Trail through our Region.

All land in the rail corridor is owned by the Island Corridor Foundation (ICF). The ICF supports our efforts to complete the Rail Trail and, as a registered charity, are accepting all donations and holding the funds in trust until a section of trail is ready to build. The fundraising campaign and partnership is set to begin in 2014 and will run through 2019, at which time it may be renewed if additional efforts are required.

Current Status

The City of Nanaimo has completed about 8 km, or about half, of the proposed “Rail Trail” through town. Currently, it runs from near North Nanaimo Center to the southern tip of Terminal Park. The first block of trail in many years was built between Franklin and Fitzwilliam streets as a celebration of the new train station. We are currently seeking funding partners to get the partnership started and soliciting public input on which sections of trail should be prioritized. We are currently applying for funding and working on financial support from local government.

The Partnership has recently decided to focus its efforts on building the trail in Nanaimo’s downtown but any donations can be earmarked for any section of trail the donor desires.

The Vision

Currently 88% of trips taken in Nanaimo are done in automobiles while only 9% are on foot, and a mere 1% of trips are done on bicycle. By connecting the E&N trail through the downtown and south end of Nanaimo we are giving potential cyclists and pedestrians a viable alternative to getting in their cars. Most commuters in the region travel north and south, alongside the rail corridor, which is perfectly situated to provide a spine for a larger trail infrastructure. The four regional districts that are along the mainline have all made progress on their sections of the rail trail. The vision is to one day to have a trail along the rail line that links Victoria to the Comox Valley, making this a world class cycling and hiking destination. Locally, we plan to work with the City to build sections of trail as funds are secured.

How Can My Business Contribute?

Any donations pledged over the next five years will be recognized upon signature. That means that if your business considering donating \$15,000, the funds can be paid in a lump sum or can be broken into payments made over the next five years or less. In-kind donations are also welcomed if they decrease the total cost of the trail, or improve access or the usability of the trail.

SPONSORSHIP PACKAGES

TRAIL BLAZERS

\$50,000+

- Sponsorship rights over a block of trail (ie Acme Corp trail). with applicable permanent signage (minimum of 25 years).
- Option to maintain your section of trail or have the City of Nanaimo maintain it for you.
- Exclusive Media event, press release and social media coverage of the donation.
- Temporary sign recognition in all sections built before or during the year 2019.
- Prominent recognition on our priority section of trail prior and during trail construction.
- Five minutes to speak at your section of trail's ribbon cutting ceremony.
- Unlimited invitations to the ribbon cutting of your section of trail
- Invitations to any section ribbon cutting event for any sections opened before the year 2020.
- Recognition on our website (nanaimoregionrailtrail.ca).
- Proud supporter of the "Nanaimo Region Rail Trail" window stickers.

TRAIL BUILDER

\$15,000+

- Press release and social media coverage of the donation
- Temporary sign recognition of your company on all sections of trail built up to and including the year 2019
- Prominent recognition on our priority section of trail prior and during trail construction up to and including the year 2019
- Invitations to any section ribbon cutting event for any sections opened before the year 2020
- Recognition on our website (nanaimoregionrailtrail.ca)
- Proud supporter of the "Nanaimo Region Rail Trail" window stickers

TRAIL FUNDER

\$5,000+


- Press release and social media coverage of the donation.
- Prominent recognition on our priority section of trail prior and during trail construction up to and including the year 2019.
- Invitations to any section ribbon cutting event for any sections opened before the year 2020.
- Recognition on our website (nanaimoregionrailtrail.ca).
- Proud supporter of the “Nanaimo Region Rail Trail” window stickers.

TRAIL SUPPORTER

\$500+

- Invitations to any section ribbon cutting event for any sections opened before the year 2020.
- Recognition on our website (nanaimoregionrailtrail.ca).





On behalf of the Nanaimo Region Rail Trail Partnership,
I would like to thank you for your interest in helping us
complete the E&N Trail through town. To find out more
please e-mail us at info@nanaimoregionrailtrail.ca.

Sincerely,



ANDRE SULLIVAN

Chair, Nanaimo Region Rail Trail

RECOGNITION DETAILS

APPENDIX A

Recognition Details

We are proud to recognize the sponsors of the NRRT Partnership on our website, through the media and Social media, on both permanent and temporary signage, and with some window decals for your business indentifying you as a supporter of the project.

Here are some examples of what sponsors can expect their physical recognition to look like.

- Picture of permanent sign
- Temporary signage
- Window decal



Sample recognition signage



Sample temporary signage



Sample window decal

SPONSORSHIP AGREEMENT

APPENDIX B

SPONSORSHIP AGREEMENT

Nanaimo Region Rail Trail

Nanaimo Region, BC | 2014 - 2019

COMPANY INFO

Sponsor Company: _____

Contact Person: _____

Contact Phone: _____

Contact Email: _____

Street: _____

City: _____

Province: _____

Postal Code: _____

CASH SPONSORSHIP COMMITMENTS

1) Trail Blazer \$50,000+

\$ _____ Lump Sum Payment
\$ _____ Instalments over 3 yrs
\$ _____ Instalments over 5 yrs
Other _____

2) Trail Builder \$15,000+

\$ _____ Lump Sum Payment
\$ _____ Instalments over 3 yrs
\$ _____ Instalments over 5 yrs
Other _____

3) Trail Funder \$5,000+

\$ _____ Lump Sum Payment
\$ _____ Instalments over 3 yrs
\$ _____ Instalments over 5 yrs
Other _____

4) Trail Supporter \$500+

\$ _____ Lump Sum Payment
\$ _____ Instalments over 3 yrs
\$ _____ Instalments over 5 yrs
Other _____

5) Trail Supporter \$500 & Less

\$ _____ Lump Sum Payment

Continued →

IN-KIND SPONSORSHIP COMMITMENTS _____

- | | | |
|--|--|--|
| <input type="checkbox"/> Engineering Partner | <input type="checkbox"/> Excavating Partner | <input type="checkbox"/> Website Partner |
| <input type="checkbox"/> Surveying Partner | <input type="checkbox"/> Precast Supplier | <input type="checkbox"/> Design Partner |
| <input type="checkbox"/> Paving Partner | <input type="checkbox"/> Clean Fill Supplier | |
| <input type="checkbox"/> Aggregate Supplier | <input type="checkbox"/> Signage Supplier | |

Estimated Value of the In-kind Services _____

LEGAL _____

Name of Authorized Person (Please Print):

Signature _____ Date _____

PLEASE MAIL YOUR SPONSORSHIP CHEQUES TO _____

ICF-Nanaimo Region Rail Trail, 450 Wentworth Street,
Nanaimo, BC Canada V9R 3E1

Thank you for supporting the Nanaimo Region Rail Trail.





