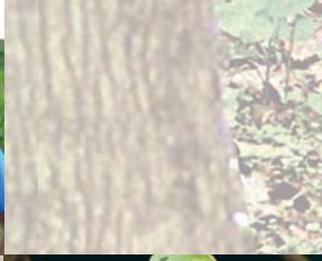


# RACHEL CARSON TRAILS CONSERVANCY 2020 SPONSORSHIP OPPORTUNITIES



**THE RACHEL CARSON TRAILS CONSERVANCY, INC. (RCTC)** is a nonprofit volunteer organization dedicated to the development, protection, and promotion of hiking, biking, and walking trails in western Pennsylvania. The RCTC manages and maintains three regional trails:

- **The Harmony Trail** follows sections of the former Harmony interurban trolley line that ran between Pittsburgh, Evans City, Butler and New Castle in the early part of the 20th century. The Conservancy has developed a segment between Route 910 and Richard Road in Wexford, and envisions extensions both north and south.
- **The Rachel Carson Trail** is a 45-mile hiking trail north and east of Pittsburgh between two Allegheny County Parks — North Park in the county's north central area and Harrison Hills County Park in its extreme north east corner. Running near to or through numerous suburban areas, most sections of the trail are enjoyed daily by the regional population.
- **The Baker Trail** is a 133-mile hiking and backpacking trail, following forest paths, old jeep trails and dirt roads through woods, farmlands, along rivers, and creeks. The southern trailhead is near Freeport, the northern trailhead is just inside the Allegheny National Forest. Shelters and primitive campsites accommodate hikers on this state-designed hiking trail.

#### **THE CONSERVANCY'S TWO FLAGSHIP ANNUAL EVENTS ARE:**

**The Rachel Carson Trail Challenge** is a one-day endurance hike that covers the middle 35 miles of the Rachel Carson Trail. In its 23-year history, it has grown from a regional endurance hike to an annual event that draws people of all ages from all over the world. The start alternates yearly between North Park and Harrison Hills Park every other year and with western Pennsylvania's variable weather the day of the hike is never the same. Due to the terrain, there are a limited number of registration spots, which are always filled well before the Challenge. Often people who are unable to get into the Full Challenge choose to participate in The Homestead Challenge that occurs on the same day, headed in the same direction, but half the mileage (17 +/- miles). Finally, for those who want to participate in the adventure as a family or a group of friends we offer the Friends and Family Hike (7 miles). **This year's Challenge is Saturday, June 20, 2020.**

**The Baker Trail UltraChallenge** is a 50-mile ultramarathon on the Baker Trail. Unlike the Rachel Carson Trail Challenge, this is a timed footrace: the "challenge" is for a runner or relay team to win or at least finish within 14 hours. This grueling event is only possible because of the hundreds of volunteer hours organized by the Conservancy to maintain the trail and manage the event. Similar to 'The Rachel', volunteer trail stewards maintain and keep the trail clear for year-round training and enjoyment. **This year's UltraChallenge is Saturday, August 29, 2020.**

#### **OUR GOALS/YOUR OPPORTUNITIES FOR 2020**

In addition to on-going trail maintenance projects (which sometimes require large machinery), and staging annual events and other community activities, the

**JUST AS OUR  
VOLUNTEER  
EFFORTS ARE  
ON-GOING FOR 2020  
AND BEYOND, SO IS  
THE VITAL NEED  
FOR YOUR  
COMMITMENT**

Conservancy's goals for 2020 include surfacing and extending the Harmony Trail toward Richard Road, moving portions of the Rachel Carson Trail off roads, acquiring property to help protect the Rachel Carson Trail, publishing updated trail guides, and connecting

Hartwood Acres Park with Beechwood Farms Nature Reserve.

#### **BLAZING INTO THE FUTURE**

Due to an increase in developments and urbanization of the rural areas outside of Pittsburgh our group continues to work with local communities to keep nature and the countryside accessible and beautiful for people of all ages and abilities. As an organization operated thanks solely to volunteers, your contribution is directed to taking care of our natural resources which benefits businesses, neighborhoods, and families of Western PA well into the next chapter of our regions rich history. We've provided a list of benefits your organization will receive if you are able to so generously support the Conservancy.

**Please don't hesitate to reach out for further information or contact us to commit to any of the various levels of sponsorship.**

**With sincerest gratitude,  
Doug Macphail, Sponsorship Chair**



# RCTC 2020 SPONSORSHIP OPPORTUNITIES

## SPONSOR LEVELS

## BENEFITS

### SUMMIT

**\$10,000**

#### CHALLENGE AND ULTRACHALLENGE EVENT NAMING SPONSOR

##### Benefits

- **25 entries** for the Challenge or UltraChallenge events
- **Premier presence** on Conservancy website, events signage and T-shirts for both events

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### GUIDE

**\$5,000**

#### CHALLENGE AND ULTRACHALLENGE EVENT CHECKPOINT NAMING SPONSOR

*(four opportunities available)*

##### Benefits

- **15 entries** for the Challenge or UltraChallenge events
- **Sponsorship acknowledgement** one of four checkpoint tents and signage at both events
- Listing on Conservancy website, events signage and T-shirts for both events

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### EXPEDITION

**\$2,500**

#### Benefits *(eight opportunities available)*

- **8 entries** for the Challenge or UltraChallenge events
- Listing on Conservancy website, events signage and T-shirts for both events

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### TRAILBLAZER

**\$1,000**

#### Benefits *(12 opportunities available)*

- **4 entries** for the Challenge or UltraChallenge events
- Listing on Conservancy website, events signage and T-shirts for both events

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### NAVIGATOR

**\$500**

#### Benefits *(16 opportunities available)*

- **2 entries** for the Challenge or UltraChallenge events
- Listing on Conservancy website, events signage and T-shirts for both events

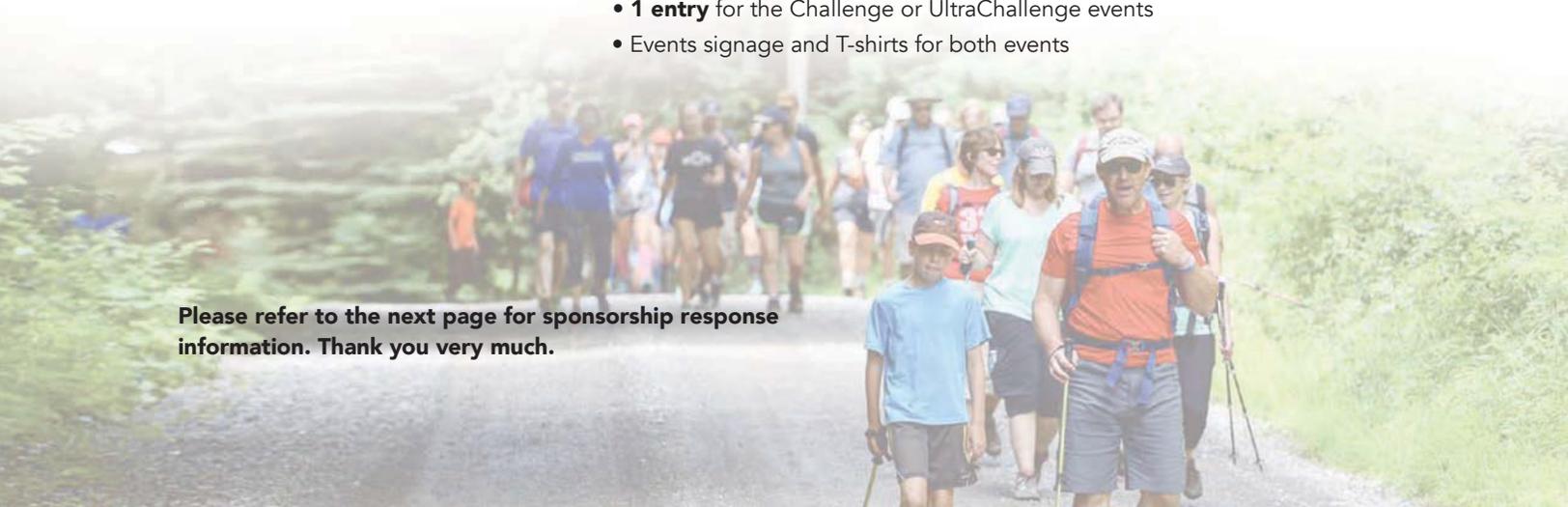
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### HIKER

**\$250**

#### Benefits *(24 opportunities available)*

- **1 entry** for the Challenge or UltraChallenge events
- Events signage and T-shirts for both events



Please refer to the next page for sponsorship response information. Thank you very much.



## SPONSORSHIP RESPONSE

CONTACT NAME (FIRST-MIDDLE-LAST)

COMPANY OR ORGANIZATION NAME

EMAIL

CONTACT PHONE

STREET ADDRESS

STREET ADDRESS

CITY

STATE

ZIP

COMMENTS

\*

SPONSOR LEVEL  SUMMIT \*  GUIDE \*  EXPEDITION \*  TRAILBLAZER \*  
 NAVIGATOR  HIKER

\* please contact Doug MacPhail at [dougmacphail@gmail.com](mailto:dougmacphail@gmail.com) or 412-606-5998

PAYMENT  We will make payment now via PayPal [please go to <http://my.rachelcarsontrails.org/donate> and scroll to **sponsor** ]

We will mail a donation check to Rachel Carson Trails Conservancy Inc., PO Box 472, Wexford, PA 15090-0472

Please email an invoice to contact listed above

Please incorporate our logotype/logo. We have emailed applicable files to [dougmacphail@gmail.com](mailto:dougmacphail@gmail.com)

We would like to donate merchandise or services of equivalent value as follows

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### RCTC BOARD OF DIRECTORS AND OFFICERS

Bob Reiland, *President*  
 Steve Mentzer, *Vice President, Events Director*  
 Charlie Brethauer, *Treasurer*  
 Donna Stolz, *Secretary, Volunteer Coordinator*  
 Marian Crossman, *Corresponding Secretary*  
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 Joe Kulbacki  
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 Elizabeth Monroe  
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Kathleen Ganster  
 Maura Losch  
 Rhett Landry  
 Doug MacPhail  
 Steve Mentzer  
 Amy Nelson  
 Paul Sauers  
 Donna Stolz



## RACHEL CARSON TRAILS CONSERVANCY, INC.

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