



**National Park Service**  
**U.S. Department of the Interior**

Erie Canalway  
National Heritage Corridor

P.O. Box 219  
Waterford, NY 12188

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## 2010 Erie Canalway Event and Festival Sponsorship

**Application Deadline: March 1, 2010**

Cultural, heritage, and recreational events within the Erie Canalway National Heritage Corridor deliver significant tourism and economic benefits to communities. A limited number of sponsorships in the amount of \$500 for events or festivals taking place from May 2010 to October 2010 are available from the Erie Canalway National Heritage Corridor Commission.

### Criteria

**Eligible applicants:** Municipalities or nonprofit 501(c)3 organizations

#### **Festivals or Events shall:**

- Occur within the boundaries of the Erie Canalway National Heritage Corridor.
- Reinforce the Canalway Corridor's distinctive "sense of place" by promoting or celebrating historic, cultural, scenic, or recreational resources that enhance local or regional character.
- Foster local and or regional partnerships.
- Broaden the tourism appeal of the Erie Canalway National Heritage Corridor.
- Have a cultural, heritage, or recreational theme. For example:
  - Celebrations of that focus specifically on the heritage of the canal. Canal themed or focused activities will receive favorable consideration.
  - Celebrations of local art, food or wine
  - Events that encourage active use of the NYS Canal System or Erie Canalway Trail
  - Commemoration of social movements or historic events such as Native American history, women's rights, or the Underground Railroad

#### **Matching Funds:**

A one-to-one match is required. Federal dollars may not be used as a match. Favorable consideration will be shown to applicants who can exceed matching funds. Matching funds may include financial support, in-kind donations, and volunteer hours. A brief matching funds report **must be submitted** after the event. If volunteer hours are used as a match, then the name of each volunteer and their work hours must be documented on the matching funds form.

*Those who were awarded 2009 event sponsorship funds and did not return their matching fund form will not be eligible for event sponsorship this year.*

#### **Organizers shall:**

- Provide a website link to the Erie Canalway National Heritage Corridor website from the festival or event web page, if applicable.
- Follow logo use guidelines supplied by Erie Canalway when using the Erie Canalway National Heritage Corridor logo in promotional materials.
- Fill out a brief matching fund form and questionnaire at the end of festival or event.

### Questions:

Lori Solomon-Duell, Director of Tourism Development and Marketing 518-237-7000 ext. 203

[lori\\_duell@partner.nps.gov](mailto:lori_duell@partner.nps.gov)

# 2010 Erie Canalway Festival and Event Sponsorship Application

Name of Event \_\_\_\_\_  
Host Organization/Applicant \_\_\_\_\_  
Location/Mailing Address \_\_\_\_\_  
\_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Website \_\_\_\_\_  
Email \_\_\_\_\_  
Event Date(s) \_\_\_\_\_  
Expected Attendance \_\_\_\_\_

## Event Type (check all that apply)

- Canalway Trail Celebration (June 5)       Canal Splash! (August 13-15)  
 New Event       Yearly Event/Festival  
 Series       Recurring Event, how often: \_\_\_\_\_

## Theme

- Cultural       History/Heritage       Recreation       Canal-related  
 Arts       Local Food/Wine       Nature/Environment

## Brief Description (or attach event flyer/promotional materials)

## Budget

Amount Requested (\$500) \_\_\_\_\_

Estimated Event Budget \_\_\_\_\_ Estimated Matching Funds \_\_\_\_\_

How will funds be used?

- General Operations     Marketing/Promotion     Entertainment/Programming     Other

Has this event received funds from Erie Canalway National Heritage Corridor before?  Yes  No

## Partner Organizations (list):

E-mail by March 1, 2010 to: [lori\\_duell@partner.nps.gov](mailto:lori_duell@partner.nps.gov)

Or mail to:

**Lori Solomon-Duell**  
**Erie Canalway National Heritage Corridor**  
**P.O. Box 219**  
**Waterford, NY 12188**