



## AN INVITATION TO SUPPORT

**WORLD  
CANALS  
CONFERENCE  
2025  
NY  
USA  
BUFFALO  
SEPTEMBER 21-25**

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**Help Buffalo and Western NY showcase and celebrate this transformational waterway on the bicentennial of the Erie Canal's completion in 1825.**

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## Erie Canal Bicentennial: Let's Celebrate With The World

The 2025 World Canals Conference provides an extraordinary opportunity to put Buffalo and Western New York front and center on an international stage. Thousands of New Yorkers will join delegates from around the globe for conference events, tours, and programs.

The Erie Canal transformed Buffalo and Western New York and inspired many upstate New York communities to grow and prosper. Today, our multidimensional waterways are helping Buffalo and other Western New York communities revitalize and become centers of economic activity once again.

Your generous support will ensure that you are part of the team driving continued innovation, achievement and economic growth that is recognized worldwide.

## THE CONFERENCE AND HOSTS

The World Canals Conference (WCC) is held annually, inviting public officials, inland waterway managers, engineers, economic development officials, canal enthusiasts, developers, historians, cultural leaders, scholars, and the general public to examine issues surrounding the world's canals.

- **Opportunities for sponsor exposure** include a conference website and promotion via e-newsletters and social media, pre and post conference tours, a major community event open to the public, two plenary sessions, three receptions and dinners, multiple breakout sessions, and six field tour options over eight days.
- **Conference themes** include healthy waterways & healthy communities, heritage-based tourism & recreational development, historic preservation, inclusion & accessibility, and environmental quality & resiliency.
- We expect at least **500 conference attendees, with thousands more** participating in conference-related events.
- The world-class conference, and related events, will be a core component of the **Erie Canal's 2025 bicentennial celebration and commemoration**.
- The primary conference venue will be in downtown Buffalo, with field trips and tours bringing participants into other Western NY communities.

The Erie Canalway National Heritage Corridor (and its nonprofit Erie Canalway Heritage Fund, Inc.), the NYS Canal Corporation, Erie Canal Harbor Development Corporation and Visit Buffalo Niagara are collaboratively hosting the 2025 World Canals Conference.

### Honorary Committee Co-Chairs

Anne McCaffrey, President & CEO, People Inc.  
Keith Belanger, Senior Executive Vice President, M&T Bank



Original Western Terminus of Erie Canal



Canalside, Buffalo

## SPONSORSHIP OPPORTUNITIES

Your sponsorship of this extraordinary conference, including events, tours, and programs, will visibly demonstrate your support of the unique history and sound investment opportunities available in Buffalo and Western New York. Your contribution will enable us to deliver a world-class event, further preserve Western New York's extraordinary canal heritage, promote Western New York as an international destination and foster vibrant Western New York communities connected by our vital waterways.

### CONTACT

To discuss these opportunities in more detail, please contact

#### Bob Radliff, Executive Director

bob\_radliff@partner.nps.gov or (518) 237-7000, ext. 203

#### Rebecca Keister, Development Manager

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#### ERIE CANALWAY HERITAGE FUND, INC.

PO Box 219  
Waterford, NY 12188

The **Erie Canalway Heritage Fund** is a 501(c)(3) nonprofit. Your contribution is **tax deductible** to the extent allowed by law. A copy of our latest annual financial report may be obtained by contacting our office at P.O. Box 219, Waterford, NY 12188 or the NYS Office of the Attorney General's Charities Bureau at [www.charitiesnys.com](http://www.charitiesnys.com) or (212) 416-8686.



## SPONSORSHIP BENEFITS

	Friend \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000	Premier \$25,000	Exclusive Opportunity: Presenting \$75,000
Company listed in Erie Canalway (conference host) annual report	x	x	x	x	x	x
Company name listed in digital program	x	x	x	x	x	x
Company logo included in digital program		x	x	x	x	x
Company logo/name on conference website (live in June 2024)		x	x	x	x	featured prominently
Social media marketing recognition on Facebook & Instagram		2 posts with logo	4 posts with logo	6 posts with logo	8 posts with logo	10 posts with logo
Monthly E-news marketing		Company name listed	Company logo included	Company logo included	Company logo included & one spotlight	Company logo featured & one spotlight
Conference registrations included		1	2	3	4	8
Company nametag includes sponsor ribbon		x	x	x	x	x
Exhibit or display opportunity			x	x	x	choice of location
Visibility on PowerPoint slide featured during the conference			logo included	logo included	full slide, customized	full slide, customized
Company acknowledged from podium				x	x	x
Company-provided branded item included in attendee swag bag				x	x	x
Company centerpiece with QR web link					x	x
Logo included on conference welcome signage						x
Company quote included in media release						x
Company speaking opportunity from podium						x

*All sponsorships are tax deductible to the extent allowed by law.*

## EVENT HOSTS

