

LANCASTER
CONSERVANCY

2024 WATER WEEK

JUNE 7-15



8th
ANNUAL



LAND & WATER PROTECTION

For more than 50 years the Lancaster Conservancy has been protecting natural lands for the public to enjoy 365 days per year. We manage over 8,000 acres, with 45+ miles of hiking trails and over 30 miles of streams.



LANCASTER

CONSERVANCY

Providing wild and forested lands and clean waterways for our community, forever.



WHAT IS LANCASTER WATER WEEK?

Now in its 8th year, Lancaster Water Week celebrates the 1,400 miles of streams and rivers in Lancaster County. These cricks and creeks are the source of our drinking water, drive economic and agricultural growth, and allow us to escape into nature to fish, paddle, and swim. Many of these beautiful streams are polluted, but there is an incredible effort underway to bring them back to health in our lifetime.

Join us during Water Week for over 40 events as we paddle, stomp, explore, volunteer, and take action as a community to protect our streams and rivers for the future! Did we mention we've got free native trees and shrubs for you to take home and plant too?



LET'S MAKE OUR STREAMSIDES GREEN!

Our streams and rivers do more than just provide us water to drink—they are also home to a complex web of life. Streamside forest buffers made up of native trees and plants help protect our waterways from pollution.

AS A COMMUNITY WE CAN EACH TAKE THREE STEPS TO CLEAN UP OUR WATERWAYS!

STEP 1 CREATE HABITAT



Plant native trees, shrubs and flowers to capture rainwater—the birds and the bees will thank you too!

STEP 2 PROTECT WATER



Clean up litter in your community to keep it from polluting local rivers and streams!

STEP 3 EXPLORE OUTDOORS



Take a hike! Explore the beautiful waterways protected by the Conservancy's nature preserves.

7 YEARS OF WATER WEEK



2023 First Friday



2017 Green Infrastructure Bike Tour



2022 Landis Homes Wetland Walking Tour



2019 Longs Park Summer Music Series



2018 A Day on Lititz Run



2020 Soil Health and Forested Buffers for Restored Streams



2021 First Friday at the Lancaster Science Factory



2022 Conestoga Clean Up



2022 Conestoga River Paddle



2019 Streamside Care Day



2023 River Clean Up at Sickman's Mill



2021 Herp Hike

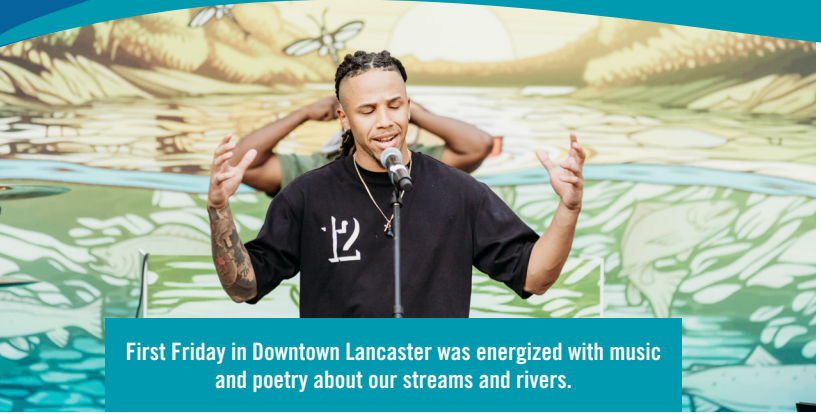


PARTNERSHIPS BUILD SUCCESS:

Water Week workshops at the **Science Factory** engaged youth grades K - 8 with daily programming, and partnerships with the **YWCA** helped educate the next generation about clean water.

The **Conestoga River Club** offered daily paddles of the Conestoga River that included historic and ecological information with a focus on people who have never kayaked the river.

2023 OFFERED THE MOST EVENTS YET



First Friday in Downtown Lancaster was energized with music and poetry about our streams and rivers.



9.77 tons of trash and over 200 tires were removed from our waterways during the Community Cleanup with the Alliance for the Chesapeake Bay.



Intrepid hikers learned about the history hidden within our wetlands along the banks of the Susquehanna River.



Water Week Trivia Night at Sickman's Mill brought competition and celebration to the banks of the Pequea River.

Free trees clean streams!

In 2023, over 1,700 native trees and shrubs as well as hundreds of native wildflower seeds were given away through a public art installation at Penn Square and at events such as Long's Park Summer Music Series.



PRESENTING SPONSOR



SUSQUEHANNA SPONSOR



THE
CAMPBELL
FOUNDATION

COCALICO SPONSORS



PEQUEA SPONSORS



CLEAN WATER FUND

In 2019 the Lancaster Conservancy partnered with Lancaster Clean Water Partners and the Lancaster County Community Foundation to launch the Clean Water Fund. A portion of Water Week sponsorship dollars go to the Clean Water Fund which awards grants each year to support priority restoration projects that create a measurable impact on water quality. **Your sponsorship dollars are being put to good use!**





2024
SPONSORSHIP
LEVELS



Presenting Sponsor · \$25,000

Top placement of company logo as presenting sponsor on all Water Week materials (posters, handbills, etc.) with the tag line: “Water Week presented by...”

- ▶ Work with the Water Week team to shape a vision for Water Week that meets your corporate and community goals
- ▶ Water Week Video—brand exposure and the opportunity to tell your company’s story as part of a promotional video
- ▶ Sponsor and co-host an event of your choice as part of Water Week
- ▶ Opportunity to speak publicly about company’s passion for clean water at two Water Week events of your choice
- ▶ Prominent placement of company logo on Water Week materials: posters, handbills, banners, press releases, etc.
- ▶ Prominent recognition on lancasterwaterweek.org, Facebook, and other social media correspondence
- ▶ Free admission for four to all paid events



2024
SPONSORSHIP
LEVELS



Susquehanna Levels · \$20,000

1 First Friday Kick-Off Celebration and Public Art Installation Sponsor

Presenting sponsor for the Water Week kick-off celebration that includes branding on public art installation and opening celebration in Lancaster Square

~ OR ~

2 Sunday Tree Giveaway at Long's Park Sponsor

Presenting sponsor for the Water Week and tree giveaway at Long's Park

- ▶ Work with the Water Week team to shape a message and event that meets your marketing and community outreach expectations
- ▶ Brand exposure and the opportunity to tell your company's story in a Water Week promotional video
- ▶ Speak publicly about your organization's passion for clean water at the Water Week kick-off event
- ▶ Listed as either the First Friday or Sunday Tree Giveaway event sponsor on promotional materials
- ▶ Prominent placement of company logo on Water Week materials: posters, handbills, banners, press releases
- ▶ Prominent recognition at lancasterwaterweek.org, on Facebook, and in all media correspondence
- ▶ Free admission for four to all paid events

Conestoga Level · \$15,000

Community Cleanup Sponsor

- ▶ Brand exposure and the opportunity to tell your company's story in a Water Week promotional video
- ▶ Sponsor and co-host the Community Cleanup as part of Water Week
- ▶ Opportunity to speak publicly about company's passion for clean water at one Water Week event
- ▶ Placement of company logo on Water Week materials: posters, handbills, banners, press releases, etc.
- ▶ Recognition on lancasterwaterweek.org, Facebook, and other social media correspondence
- ▶ Free admission for two to all paid events

Chiques Level · \$5,000

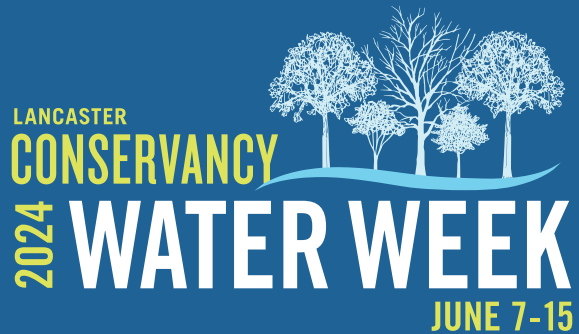
- ▶ Opportunity to speak publicly about company's passion for clean water at one Water Week event
- ▶ Placement of company logo on Water Week materials: posters, handbills, banners, press releases, etc.
- ▶ Recognition on lancasterwaterweek.org, Facebook, and other social media correspondence
- ▶ Free admission for two to all paid events

Cocalico Level · \$10,000

- ▶ Brand exposure and the opportunity to tell your company's story in a Water Week promotional video
- ▶ Sponsor and co-host an event of your choice as part of Water Week
- ▶ Opportunity to speak publicly about company's passion for clean water at one Water Week event
- ▶ Placement of company logo on Water Week materials: posters, handbills, banners, press releases, etc.
- ▶ Recognition on lancasterwaterweek.org, Facebook, and other social media correspondence
- ▶ Free admission for two to all paid events

Pequea Level · \$2,500

- ▶ Placement of company logo on Water Week materials: posters, handbills, banners, press releases, etc.
- ▶ Recognition on lancasterwaterweek.org, Facebook, and other social media correspondence
- ▶ Free admission for two to all paid events



Join us in celebrating Lancaster's
unique and vital waterways!

Visit LancasterWaterWeek.org for more information,
or contact Kelly Snavelly, 717-392-7891 x207
KSnavelly@lancasterconservancy.org