America’s 19th-century waterways supported the industrial revolution and westward expansion. Today, their legacy creates the opportunity for education, recreation, tourism and community engagement.

In August 2021, 150 to 300 canal enthusiasts from around the world will converge on Hagerstown, Maryland and sites along the C&O Canal for the annual World Canals Conference (WCC). Yangzhou, China was the 2019 host for this international event that will bring together canal and inland waterway professionals, scholars, historians, and members of the general public to discuss a range of canal-related topics. In addition they will celebrate the 50th anniversary of the creation of the C&O Canal National Historical Park (NHP).

Attendees will have the opportunity to visit Canal Towns and many other points along the canal from Georgetown to Cumberland during pre, post and daily tours. The three-day conference will take place at the newly expanded Maryland Theatre located in historic Hagerstown, Maryland. Evening activities will include local fare and beverage, entertainment and fellowship among attendees and canal stakeholders at some of the region’s most unique and historic settings.

Please consider being a part of this historic occasion. Various levels of sponsorship is available with all funds directed to keeping attendance costs at a minimum and the creation of a quality event. For more information visit https://wcc2021.org/
SPONSORSHIP LEVELS & BENEFITS

Platinum - $10,000
Full Page Ad - Conference Program
Signage - Conference Transportation (Tours, Shuttle Service)
1/2 Page Ad - Herald Mail Community Insert
(4) Conference Registrations
Acknowledgement from podium during opening and closing sessions of the conference
Exhibitor Table - Maryland Theatre & 9/1 Banquet
Recognition - (2) Along the Towpath newsletters
Name, logo and link - conference website
Branded recognition on all conference materials, signage and social media

Gold - $5,000
1/2 Page Ad - Conference Program
1/4 Page Ad - Herald Mail Community Insert
(2) Conference Registrations
Acknowledgement from podium during opening and closing sessions of the conference
Exhibitor Table - Maryland Theatre & 9/1 Banquet
Recognition - (2 Issues) Along the Towpath newsletters
Name, logo and link - conference website
Branded recognition on all conference materials, signage and social media

Silver - $2,500
1/4 Page Ad - Conference Program
1/8 Page Ad - Herald Mail Community Insert
(1) Conference Registration
Branding on conference materials
Recognition - (2 Issues) Along the Towpath newsletters
Recognition on conference website (name & logo) and conference program
Branded recognition on social media publicizing the conference

Bronze - $1,000
Recognition on conference website, conference program (name & logo) & social media

Friends - $500
Recognition on conference website (name only) & social media
ADVERTISING SPECIFICATIONS & DEADLINES

2021 WORLD CANAL CONFERENCE PROGRAM

Format: 8.375"W x 9"H Niche Book  Paper: Glossy

- 1/2 PAGE HORIZONTAL 7.875"W X 4.2"H
- 1/2 PAGE VERTICAL 3.85"W X 8.5"H
- 1/4 PAGE 3.85"W X 4.2"H
- 1/8 PAGE 3.85"W X 2"H

HERALD MAIL COMMUNITY EVENTS PUBLICATION - NEWSPAPER INSERT

Publish Date: Sunday, August 29, 2021  Distribution: 17,000

- FULL PAGE 9.885"W X 21"H
- 1/2 PAGE 9.885"W X 10"H
- 1/4 PAGE 4.887"W X 10"H
- 1/8 PAGE 4.887"W X 5"H

DEADLINE FOR ARTWORK: JULY 14, 2021

Sponsors can submit camera-ready ads or utilize the design services provided through Herald-Mail Media.

Contact: Herald-Mail Advertising Director Dawn Friedman, friedman@localiq.com

PAYMENTS

Checks may be made payable to: C&O Canal Association
Mail to:
C&O Canal Association
PO Box 366
Glen Echo, MD 20812-0366

Via Credit Card: https://candocanal.org/contributions/

THANK YOU FOR YOUR SUPPORT!