



LANCASTER **WATER** WEEK

June 1-8, 2019

Lancaster County
Conservancy

SAVING NATURE



THE LANCASTER CONSERVANCY

Providing Wild &
Forested Lands &
Clean Waterways
for our Community

CELEBRATING 50

2019 marks 50 years since the Lancaster Conservancy was founded by a small group of local hunters and fishermen who were alarmed with the lack of access to natural lands in Lancaster County.

In this time, the Conservancy has acquired over 6,000 acres, with 40+ miles of hiking trails and 30+ miles of streams.

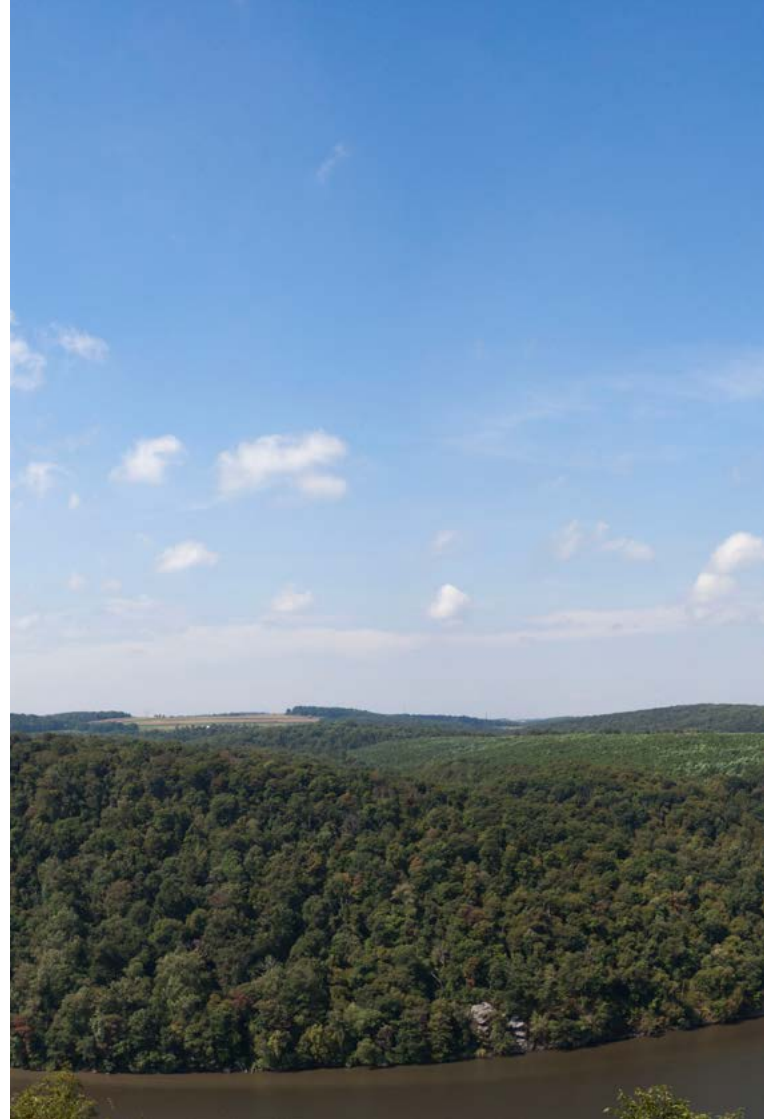


Lancaster County Conservancy

SAVING NATURE

While protecting and stewarding these lands remains our priority, we also recognize that we need to engage and educate the public about our biggest concerns and challenges. With this in mind we launched Lancaster Water Week in 2017 to build a strong coalition of support to clean up our local rivers and streams.

Healthy forests insure clean streams and rivers and create a foundation for a healthy economy as well as a local environment where native plants and animals thrive.







**WATER
WEEK
ACTION
STEPS**



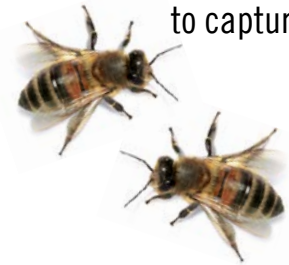
Community Wildlife Habitat Initiative

The Lancaster Conservancy is excited to partner with the National Wildlife Federation to form a Community Wildlife Habitat Initiative. Our mission is to work with local property owners, schools, and communities to encourage the planting of native plants and trees as well as gardens that reduce stormwater runoff while providing habitat that will benefit wildlife and attract pollinators.

1

CREATE HABITAT

Creating native habitat is critical to pollinators (birds, bees, and other insects). You can start by planting several native species each year, pulling out invasive plants, and strategically placing a tree in order to capture water.



2

PROTECT WATER

We know that water is essential to life. We encourage you to get to know the water here in Lancaster County. How is it unique? What type of fish are native to this area? What else lives in or near the water? What are some simple steps to protect it?



3

EXPLORE OUTDOORS

Spending as little as 20 minutes outdoors daily can have a dramatic impact on your health. Imagine a therapy that is free, has no side effects, and increases your mental, emotional, and physical well being. Lancaster Conservancy offers 45 unique preserves throughout the county. Get outside and explore!





2017 & 2018 Impact

- Over \$80,000 Awarded through Water Week Grants
- 2,100 Riparian Trees Planted
- 5,876 People Attended Water Week Events
- 7 1/2 Tons of Refuse Removed from Conestoga River
- 825 Native Trees Distributed
- 200 Students Educated
- 28 New Stream Monitoring Sites

2019 Outreach



DATES

Saturday June 1st—
Saturday June 8th 2019



TARGET AUDIENCE

Families, Millennials, and Adults



ANTICIPATED MARKETING REACH

100,000+



ANTICIPATED ATTENDANCE

4,000+

PROMOTIONAL PLAN

- Posters/Postcards: 6,000+ delivered to businesses, schools, and libraries throughout Lancaster County
- E-Flyers: Distributed through social media and partner organizations reaching 100,000 people
- Series of event advertisements & stories in various local & regional media including Susquehanna Style, Fine Living Lancaster, Lancaster Newspapers, and Merchandisers
- Social media campaign (Facebook & Instagram)



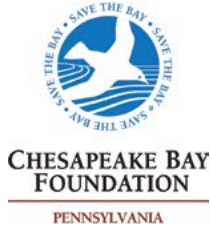


The Lancaster Conservancy partners with businesses and organizations that strive to be leaders in watershed stewardship. Sponsors are compelled by the urgency of giving water a voice.

THANK YOU 2018 SPONSORS

naturally simple
naturally simple
naturally simple

CONESTOGA DONORS



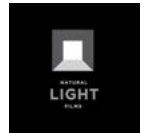
CHIQUES DONORS



LANCASTER COUNTY CLEAN WATER CONSORTIUM



PEQUEA DONORS



PRESENTING SPONSOR

SUSQUEHANNA LEVEL \$25,000

- Our team will work with your company/organization to shape a vision for Water Week that meets your corporate and community goals.
- Top placement of company logo as presenting sponsor on all Water Week materials. Posters, hand bills, t-shirts, etc, with the tag line: “Lancaster Water Week presented by...”
- Water Week Video—brand exposure and the opportunity to tell your company’s story as part of 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.



SPONSOR OPPORTUNITIES



CONESTOGA LEVEL \$10,000

All Pequea & Chiques Level Opportunities, plus:

- Water Week video—brand exposure and the opportunity to tell your company's story as part of promotional video.
- Free admission for four to all paid events.

CHIQUES LEVEL \$5,000

All Pequea Level opportunities, plus:

- 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.

PEQUEA LEVEL \$2,500

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

A CAUSE TO



CELEBRATE

First Friday in Downtown Lancaster was our official kick-off to Water Week for 2017 and 2018. This year, it will be our end of week celebration!

First Friday provides us an unprecedented opportunity to reach many people who are not yet aware of Water Week and our efforts.



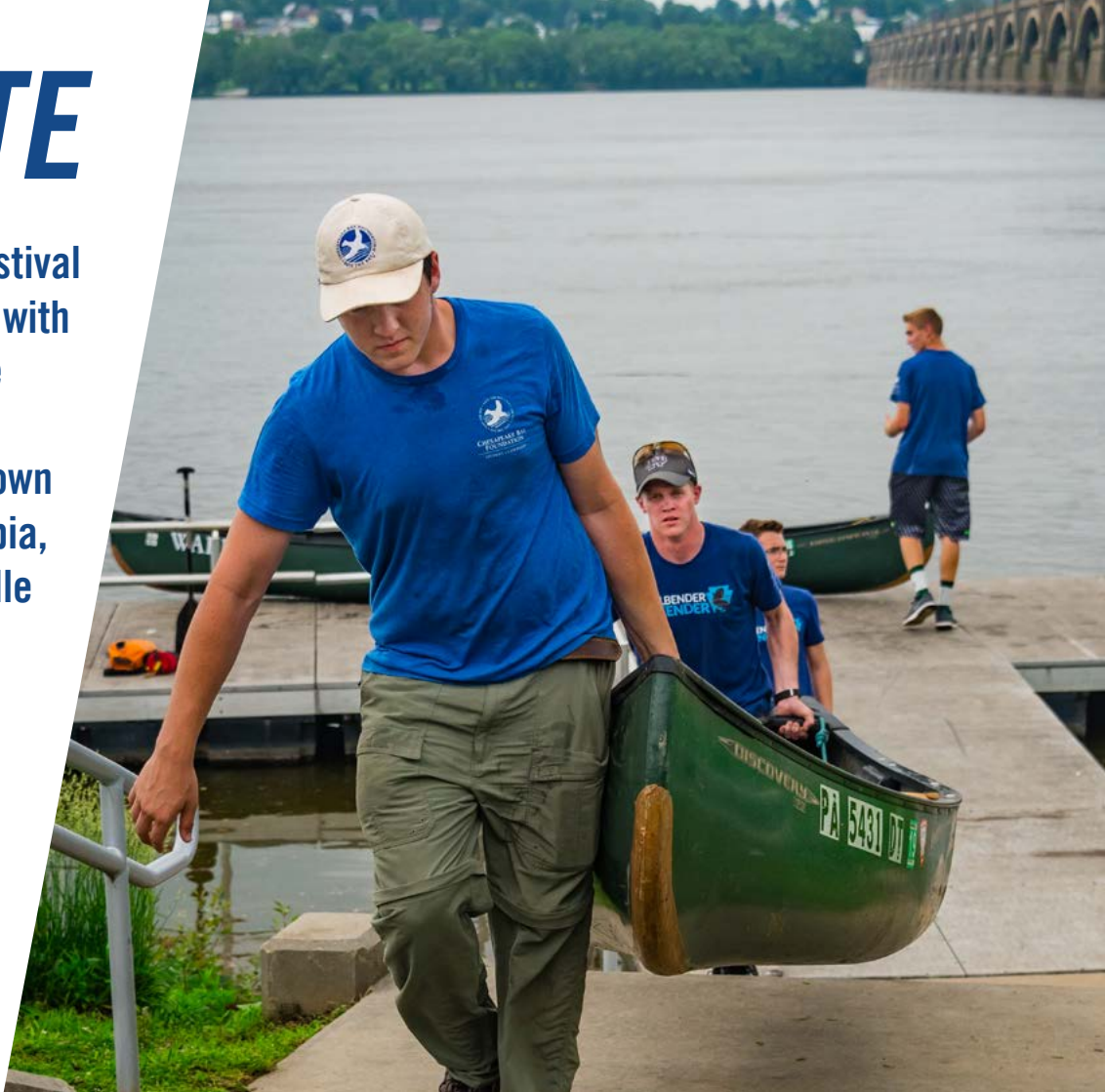


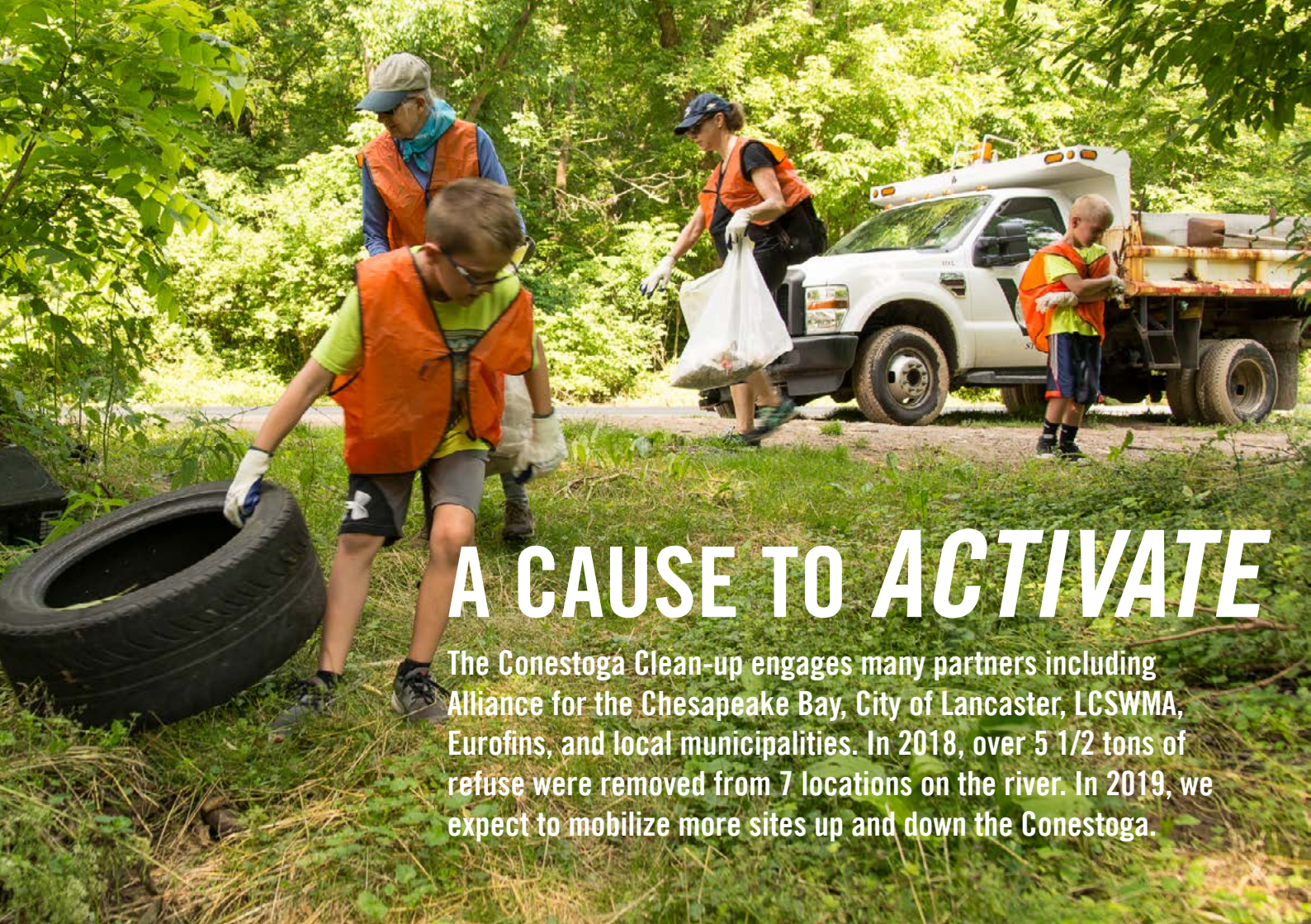
A CAUSE TO

Numerous small workshops throughout the week highlight issues like stream health and science, designing landscapes for your backyard, and stormwater improvements in our local municipalities. There are so many ways for you to get involved and learn!

EDUCATE

The Riverlands Trail Festival is entering its 6th year with organized hikes, canoe races, live music, food and more as the rivertown communities of Columbia, Marietta and Wrightsville come together to celebrate our hiking, biking and paddling trails that make this region so unique.





A CAUSE TO *ACTIVATE*

The Conestoga Clean-up engages many partners including Alliance for the Chesapeake Bay, City of Lancaster, LCSWMA, Eurofins, and local municipalities. In 2018, over 5 1/2 tons of refuse were removed from 7 locations on the river. In 2019, we expect to mobilize more sites up and down the Conestoga.



WATER



CONNECTS



US



ALL



Go to
LancasterWaterWeek.org
to learn more!

THANK YOU

Fritz Schroeder

[fschroeder@
lancasterconservancy.org](mailto:fschroeder@lancasterconservancy.org)

717.392.7891 Ext. 210