

Become a Part of the Greenway Sojourn



Greenway Sojourn



What is the Greenway Sojourn?

The Greenway Sojourn is a truly unique experience. Part bicycle ride, part trail-building program, the Sojourn celebrates newly opened trails and promotes the completion of others to create regional trail systems.

Through this multi-day bicycle ride on mostly off-road, multi-use trails, Rails-to-Trails Conservancy (RTC) brings together trail enthusiasts from more than 30 different states to enjoy the bounty of local trails, the comfort of local communities and the potential of local trail systems.



Sponsored by



Who has sponsored the Greenway Sojourn?

Pennsylvania Department of Conservation & Natural Resources

Fed Ex

National Park Service

University of Pittsburgh Medical Center

PPL

Sovereign Bank

Columbia Gas

Eat n' Park

Pottstown Memorial Medical Center

The Sojourn has sold out every year.

The Sojourn has put \$1.3 million back into local economies via hotels, food, equipment and apparel sales, merchandize, equipment rentals, printing, camping fees, etc.



Linda Young

The Greenway Sojourn: A Celebration in Trail Building

Rails-to-Trails Conservancy (RTC) has hosted the Greenway Sojourn since 2002. Thousands of people from across the country have participated in this unique bicycle ride, experiencing the joys and benefits of rail-trails and the communities that support them. The 2009 Sojourn will be no exception.

The Sojourn is like no other bicycle ride in the country. It's a mostly off-road tour along scenic and historical routes from railroading's heyday. More important, those who take part in the Sojourn not only enjoy the rail-trails, they actually help build them.

By participating in this event, Sojourners celebrate the successes of open rail-trails and call attention to the missing links in large regional trail systems. When a trail is designated as part of the Sojourn route, RTC works behind the scenes providing technical assistance to local trail communities, promotes the trail in the media, brings new and lasting economic benefits to the region, and helps establish a sustained, trail-building effort to further develop the trail system after the Sojourn has ended.

The rewards of Sojourn participation extend beyond those who ride their bicycles on the trail. Supporting the Sojourn today means becoming a part of tomorrow's trail legacy.

Who participates in the Sojourn?

In six events thus far:

- 1896 registrants
- 55% male, 45% female
- 53% are from out of state; from as many as 34 states in 2007
- 45% are riders over 56 years old
- 46% highest return rate of participants (2006)
- 53% of riders spent at least one overnight in addition to the Sojourn
- 63% have rated the Sojourn a "good value for the cost" on a 1-5 scale
- 85% said they discovered areas they would visit again
- 34% have household incomes of more than 100K
- 43% have advanced degrees
- 36% are retired
- 15% are management
- 11% are professional
- 11% are educators
- 6% are health care professionals
- 6% are labor
- 6% are in engineering
- 10% are other



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2007 Highlights

Building on the successes of previous Sojourns, the 2007 ride included an inner-city youth program funded by the Heinz Endowment and the Jewish Healthcare Foundation, and inspired a trail-side student art initiative in McKeesport.

What do Sojourn participants have to say about their experience?

"Thanks for a great ride. For me, besides the personal achievement, sponsoring the kids from Pittsburgh made it a special event [see sidebar]. I hope that the Sojourn can continue to share the experience with other kids who might not get the chance without our sponsorship." —NANCY BORREMANS, PA.

"As a Sojourn participant, I loved the feeling that I wasn't just riding for personal recreation and fitness, that in a small way I was making a contribution to a greater cause. I loved feeling like a "pioneer," experiencing the various stages of trail development. I quickly transformed from a trail rider to a trail advocate." —LINDA YOUNG, DEL.

"It is my opinion that the Sojourn is—was—an extremely successful means of bringing RTC to the attention of participating bicycle riders as well as the general population along the routes of the newly established trails." —PETER M. ENDRISS, N.Y.

"My times on the trails with you guys are treasured." —BOB PANZER, N.J., 3-TIME SOJOURNER AND HAND CYCLIST

"The Sojourn is the only trip I know of that suits the skills and abilities of people like me—aging but active. Many people, especially singles, in my age group don't want to ride alone. There is motivation in riding with a group that you just don't get when you are all alone on the trail."

Thank you, too, for the wonderful guidance you have provided over the years. I have been on all the trips except for the first one (when I didn't know about it). You have always seen to our safety and comfort and dealt with everyone with good humor." —JUDITH E. SIMONSON, AGE 70, 5-TIME SOJOURNER, PA.

"I think that this effort should be continued at the national level, with trips along the Katy Trail, the Mickelson Trail and others." —RON ETZEL, MD.

"I currently sit on advisory and steering committees for the Beech Creek Greenway, the Centre County Greenway Network, The Nittany and Bald Eagle Greenway, and the Bellefonte Central Rail Trail. The proven economic impact of the Sojourn and the possibility of attracting the event to this area were major factors motivating these efforts." —PAUL SIMPSON, M.D., PA.

"There were so many highs along the ride that it is difficult to single out one. Golly but I loved that trip and hope to be along in 2008."

—BILL GRUN, N.J., AGE 85

The media splash of the event included 27 newspaper and magazine features, as well as television and radio

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Be part of the Greenway Sojourn by investing in it.

Investment Benefits

Gold Spike level — Investment: \$20,000

- * Your logo on registration material sent to 40,000 RTC members and past participants
- * Your sponsorship mentioned in all press releases
- * Your name/logo on RTC Web site with link to your site
- * Your name/logo in donor recognition promotion published in RTC's magazine (mailed to more than 73,000 RTC members)
- * Your name/logo on event license plate
- * Your name/logo on camp banner and event apparel

Silver Spike level — Investment: \$15,000

- * Your name/logo on the RTC Web site with link to your site
- * Your name/logo in donor recognition promotion published in RTC's magazine (mailed to more than 73,000 RTC members)
- * Your name/logo on welcome package
- * Your name/logo on camp banner and event apparel

Iron Spike level — Investment: \$10,000

- * Your name/logo on RTC Web site
- * Your name/logo in donor recognition promotion published in RTC's magazine (mailed to more than 73,000 RTC members)
- * Your name/logo on day-to-day itinerary
- * Your name/logo on camp banner

Whistle Stop level

- * Host meals for a day — Investment: \$5,000
 - Display your banner
- * Host a dinner for a day — Investment: \$2,000
 - Display your banner
- * Sponsorship of evening entertainment — Investment: \$1,000
 - Verbal recognition

We are happy to discuss additional investment and recognition opportunities. For more information, call Rails-to-Trails Conservancy, Northeast Field Office at 717.238.1717 or e-mail tom@railstotrails.org. Contributions will be made to Rails-to Trails Conservancy. RTC is a 501(c)(3) organization and contributions are tax deductible to the extent allowed by law.



rails-to-trails
conservancy

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