

RIDE THE STATE



EAST COAST GREENWAY

**2026 Sponsorship
Opportunities**



Celebrate. Promote. Activate.



Ride the State: Connecticut

Ride the State: Connecticut is a signature East Coast Greenway cycling event that highlights the importance of completing the Farmington Canal Heritage Trail and Hartford Connector. This fully supported, 67-mile ride begins at the Canal Dock Boathouse in New Haven and finishes at Connecticut's Old Statehouse in Hartford. This popular and often-sold-out event offers a high-quality, mission-driven experience for 200-plus participants. The route follows primarily scenic, flat, paved trail — including recently completed sections in New Haven, Simsbury and Bloomfield — and travels through 10 communities. Riders are supported throughout the day with lunch, multiple rest stops and a support vehicle. Participants have the option to return to New Haven via the CTrail Hartford Line, making for a seamless and memorable Greenway experience.

Save the Date: Saturday, June 27, 2026

Participants and sponsors will experience Connecticut's premier greenway corridor while advancing completion of the East Coast Greenway! Ride the State: Connecticut offers a unique opportunity for sponsors to align with:

- Trail completion and infrastructure advocacy
- Promotion of health and physical fitness
- Active transportation and outdoor recreation
- Environmental sustainability and community connectivity
- An engaged audience of cyclists, advocates and community leaders

Sponsorship Opportunities

| | | Number of included ride registrations | Samples or information distributed onsite or digitally | Name or logo included on event website and emails | Logo included on participant T-shirt | Social media post to network of 90,000 | Name or logo at rest stop oasis | Feature story in e-news to network of 60,000 |
|---|----------|---------------------------------------|--|---|--------------------------------------|--|---------------------------------|--|
| Greenway Trailblazer 1 opportunity | \$20,000 | 8 | | top | | | | |
| Health Accelerator 2 opportunities | \$10,000 | 5 | | top | | | | |
| Sustainability Champion 3 opportunities | \$5,000 | 3 | | mid | | | | |
| Community Connector 4 opportunities | \$2,500 | 2 | | mid | | | | |
| Greenway Partner | \$1,000 | 1 | | bottom | | | | |



Spots are limited, secure yours today.

Contact: Debra West
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 East Coast Greenway Alliance
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Nationally Connected. Locally Rooted.

The East Coast Greenway is a nationally connected, locally rooted trail for safe active transportation and recreation that transforms the way people move toward health, community and sustainability. We're developing a safe, welcoming Greenway that connects communities from Maine to Florida, boosts local economies and helps people move in healthy, sustainable and joyful ways.

The 204 miles of the Greenway in Connecticut showcase the state's diversity, from coast to inland and city to country. The route spans 29 towns, four major cities and is currently 54% complete. Through 2030, 23 funded projects totaling 37+ miles and more than \$160 million in investment will move the state to 75% completion.



Bruce Donald

Southern New England Manager

Bruce Donald joined the East Coast Greenway Alliance in 2016 and is currently its Southern New England Manager. In this role, he leads greenway advocacy and development efforts in Connecticut, Rhode Island and Central Massachusetts.

Previously, Bruce served as president of the nonprofit Farmington Valley Trails Council for 14 years. He was instrumental in the Connecticut legislature approving Connecticut General Obligation Bonds for the Connecticut Recreational Trails Grants Program for the Department of Energy & Environmental Protection. To date, that program has distributed more than \$41 million to nearly 200 projects. Recently, his strong advocacy work secured \$10 million annually through 2028 for this valuable program. His current portfolio of funded East Coast Greenway projects totals more than \$200 million.

His many honors and awards are highlighted by Connecticut Governor Ned Lamont declaring June 23, 2023, Bruce Donald Day "in celebration of his enduring contributions to Connecticut's greenways and trails, and in gratitude of his many fine efforts toward improving the awareness, safety, and equity of our greenways infrastructure ..."

