

CALIFORNIA Trails & Greenways



2020

SPONSORSHIP GUIDE

April 21st – 23rd
Double Tree by Hilton
Modesto, CA



2020 HIGHLIGHTS



VIEW ALONG THE FOX TRAIL IN MODESTO, CA.

California Trails & Greenways represents a singular opportunity to reach decision makers from the trails profession, including federal, state, local and regional recreation providers, non-profits, public and private land managers, policy makers, design and architecture firms, maintenance supervisors, builders, equipment operators and manufacturers, interpreters and environmental educators, software developers and many more.

California Trails & Greenways is among the longest running and most successful trails trainings in the country - celebrating 35 years in 2020. Over 300 trail professionals and stewards gather to learn from over 80 session presenters and to get exposed to the latest trail products, trends, and technology.

Pre-Conference Workshops:

Pre-conference workshops are day-long or half-day events providing hands-on or field learning experiences. Workshops range in topic and often highlight local trails and trail projects.

2020 Trail Awards:

California Trails & Greenways Awards recognize those that have made outstanding contributions to promote, enhance or expand public awareness and use of trails and greenways in California during the previous calendar year.

Awards include:

- Lifetime Volunteer Achievement Award
- Lifetime Professional Achievement Award
- Trail Champion Award
- Merit Awards
- Social Media, Websites, and Technology Award



Location:

In 2020, California Trails and Greenways will be held at the DoubleTree by Hilton Hotel Modesto. The DoubleTree is located in the heart of downtown Modesto on the cruising circuit made famous in iconic movie American Graffiti. The hotel is centrally placed in the city's business district with a vibrant cultural scene of theaters, restaurants, and shopping. You can go out for a night on the town or stay in and enjoy the swimming pool, fitness center, spa, restaurant, and bar right in the hotel. Come experience a piece of Americana in this quaint, historic district right outside your door.

SPONSORSHIP OPPORTUNITIES

CALIFORNIA TRAILS & GREENWAYS SPONSOR BENEFITS	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Copper \$1,000	Brass \$300
Number of sponsorships available	3	4			
GENERAL ACTIVATION					
Lead sponsor for the event					
Sponsorship of keynote speaker and opportunity to introduce keynote					
Sponsorship of 1 dinner or attendee gift	x				
Sponsorship of 1 lunch or 1 reception		x			
Sponsorship of 1 workshop			x		
Sponsorship of 1 concurrent session				x	
Company name and logo will be included on all email and social media promotion campaigns where sponsors are mentioned	x	x	x		
Company name and logo (link to home page) on website and event materials	x	x	x	x	
Company name (link to homepage) on website and event materials					x
Company logo displayed on sponsor appreciation page of program	x	x	x	x	
Company name displayed on sponsor appreciation page of program					x
Company description in program (# of words)	100	50			
Copy of attendee list	x	x	x		
ONSITE					
Full registrations	3	2	1		
Exhibitor space freestanding booth or table	x (prime)	x	x	x	
Corporate brochure to be distributed with attendee handouts	x	x	x	x	
Acknowledgement from organizers from podium	x	x	x	x	
Hotel room	1 room for 3 nights				
Custom Sponsorship - Got an idea you want to run by us? Contact info@catrailsconference.org					

SPONSORSHIP CONTACT

Sponsor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

SPONSORSHIP PACKAGE

Gold Trail Sponsor (\$5,000+)

Copper Trail Sponsor (\$1,000+)

Silver Trail Sponsor (\$2,500+)

Brass Trail Sponsor (\$300)

Bronze Trail Sponsor (\$1,500+)

SPONSORSHIP OPTIONS

Yes, I want an exhibit space - *Please complete and return the Exhibitor Contract on page 6.*

No exhibit space/table is needed

I want to take advantage of the full registration(s) included*

I would like to donate my registration(s) to the Emerging Leaders Scholarship Program

**Once online registration is open, you will have to register each person separately using the special registration link that will be sent to you via email.*

Sponsorships must be confirmed no later than March 23, 2020 for inclusion in the conference program.

Priority placement will be given to those that confirm prior to the deadline.

PAYMENT INFORMATION

Total: _____

Payment Method

Check (*made payable to California Trails Conference Foundation*)

Send Invoice

Credit Card (*Visa, MasterCard, American Express, and Discover accepted*)

Cardholder Information (*For Credit Card Transactions*)

Card Number: _____ Exp Date: _____

3 Digit Security Code on back: _____

Name on card (print): _____

Signature: _____

**To submit forms and make a payment, please mail to:
California Trails Conference Foundation | PO Box 1667, Big Bear Lake, CA 92315**

EXHIBITOR OPPORTUNITIES



California Trails & Greenways is a unique opportunity to exhibit your products and services to a niche market of trail professionals from local, state and federal agencies, nonprofit organizations and community advocates for hiking, biking, and horseback riding.

Your organization will have the **opportunity to reach 350-400 attendees** who represent the decision makers and managers of California's trail systems.

Attendees will have frequent opportunities to **view your products and engage** in meaningful discussions about your services.

Exhibitors are placed directly in the heart of the conference, **providing maximum exposure to attendees.**

BENEFITS OF EXHIBITING

Maximize your exposure by **including your collateral materials** in our attendee goodie bags.

Inclusion in our custom app available for mobile devices and computers; a **unique and mobile way to directly promote your company, products and services** during and after the conference.

Standard Exhibit Table (6' x 2½') or Inside Free-Standing Exhibit (*maximum length 10 feet*)

For commercial or agency exhibitors: \$350

For non-profit exhibitors: \$250

Outside Exhibit (*for quote and availability contact info@catrailsconference.org or 530-665-8090*)

Consider upgrading from an Exhibitor to a Sponsor to receive additional benefits. Sponsors receive complimentary exhibit space to display their products and services, exposure on the conference website, materials and mobile app, and, depending on the sponsorship level, free registration.

EXHIBITOR CONTACT

Exhibitor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

EXHIBIT OPTIONS

COMMERCIAL or AGENCY

Free-standing Exhibit - \$350 (maximum length 10 feet)

Standard Exhibit Table - \$350 (table size 6' x 2 1/2')

Outside Exhibit (call for quote and availability)

NON-PROFIT

Free-standing Exhibit - \$250 (maximum length 10 feet)

Standard Exhibit Table - \$250 (table size 6' x 2 1/2')

Outside Exhibit (call for quote and availability)

SPONSOR

I want to use the exhibitor opportunity included with my sponsor level.

ELECTRICITY ACCESS

Yes, I need electricity at my booth for an **additional \$60**

For inclusion in the conference program, forms and payment must be received by Monday, March, 23, 2020.

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Send Invoice

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Cardholder Information (*For Credit Card Transactions*)

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Signature: _____

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SILENT AUCTION DONATION

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

Description of Donated Item:

Value: _____

Delivery Method:

I will deliver the item to the Conference Registration Desk by April 21st.

I will ship the item to California Trails Conference Foundation by April 13th.

Your donation will support the Emerging Leaders Scholarship Program

The silent auction is a benefit for our Emerging Leaders Scholarship Program, which enables students and emerging professionals to attend California Trails & Greenways who may not have the means to attend otherwise.

Silent auction items must be received by Monday, April 13th, at the address below, or may be delivered to the Conference Registration Desk at the DoubleTree by 4pm Tuesday, April 21st.

Donors are also invited to provide collateral materials for attendee goodie bags. Collateral materials (400 pieces total) that you wish to include in the attendee goodie bag must be received at the address below no later than Monday, April 13th.

To deliver collateral materials or donated items please use this address:

Callie Hurd | California Trails and Greenways
1725 23rd Street, Ste. 200 | Sacramento, CA 95816
916-324-0423



BRIDGE CROSSING AT LA LOMA PARK IN MODESTO, CA.

CONTACT INFORMATION:

For additional questions, submit forms or to make a payment:

California Trails Conference Foundation

PO Box 1667
Big Bear Lake, CA 92315
(530) 665-8090

info@catrailsconference.org

The California Trails Conference Foundation is a 501(c)3 nonprofit organization founded in 1995. EIN 68-0343597

The mission of the California Trails Conference Foundation is to inspire recreational trail stewardship through the annual California Trails & Greenways Conference. Learn more about us at www.californiatrailconference.org.

www.catrailconference.org