



CALIFORNIA TRAILS & GREENWAYS 2017

SPONSORSHIP GUIDE



April 19th-21st
Hyatt Regency Monterey Hotel & Spa

Held each spring in a different region of California, California Trails & Greenways provides three days of high-quality education and networking opportunities for urban, rural and backcountry trail professionals.

Join us from April 19-21, 2017, as over 350 of California's leading trail experts gather for workshops, panel discussions, educational sessions, networking, exhibits and field trips covering the latest advances in trail design, construction, maintenance, interpretation, volunteerism and management.

Having a large presence at the conference demonstrates your leadership and participation in the trails community. Your sponsorship will fund and provide a forum for the promotion of safe, accessible, interconnected, quality trail systems throughout California. Sponsoring the conference is a marketing, brand-building and brand-awareness investment in your business and supports the future of California's trails.

The California Trails Conference Foundation is a 501c3 nonprofit organization and your sponsorship or donation is tax deductible.



2017 HIGHLIGHTS



Location:

Nestled in 22 acres of soaring Monterey Pines, the Hyatt Regency Monterey Hotel and Spa on Del Monte Golf Course is a destination hotel providing the most discerning traveler with the quintessential Monterey experience. Its Central California Coast location offers guests close proximity to downtown Monterey as well as easy access to some of the peninsula's most well-known attractions, including Carmel, Big Sur and Santa Cruz. The Monterey Bay Area is a mecca for trail recreation and we are excited to highlight the many outstanding trail efforts in the region.

Attendees:

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.

Pre-Conference Workshops:

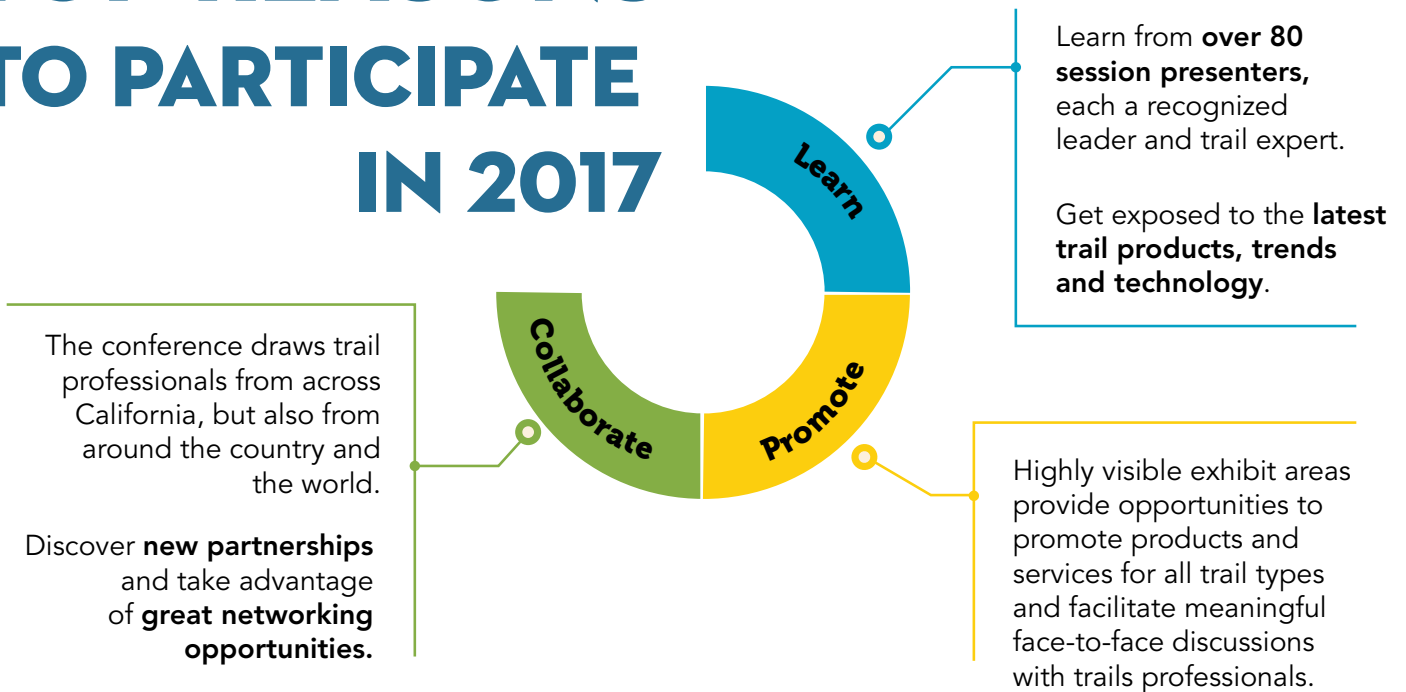
Pre-conference workshops are day-long or half-day events providing hands-on or field learning experiences. Workshops range in topic and often highlight local trails and trail projects.

2017 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

TOP REASONS TO PARTICIPATE IN 2017



California Trails & Greenways is the longest running and one of the most successful trails conferences in the country-
celebrating 32 years in 2017.

California is home to some of the most well known and loved trails in the world.



SPONSORSHIP OPPORTUNITIES

California Trails & Greenways is the only statewide, non-motorized trails conference in California. We actively maintain a database of over 4,000 trail professionals and advocates. Our sponsorship packages increase engagement with these professionals and increases your visibility to trail professionals.

Sponsorships are tax-deductible contributions to the California Trails Conference Foundation that are applied directly to event costs to help keep registration rates affordable.

All sponsors receive:

- Online listing on the event website with direct links to your website;
- Acknowledgement in the conference program;
- Listing in our monthly e-newsletters;
- Inclusion in our conference mobile app;
- Post-conference attendee list.

* Promotional items for sponsorships must be confirmed no later than Wednesday, March 15, 2017. Priority placement will be given to those that confirm prior to the deadline. Some sponsorship perks require early confirmation in order to be fully utilized.



*** \$300+**

- Shared exhibit space (half of a 6' x 2½' skirted table); and
- Company/Organization name and link to website on the conference website.



\$500+

- Includes Brass Trail Package, plus:
- Name included on event signage; and
 - Inclusion of sponsor collateral in attendee goodie bag.



\$1,000+

- Includes Copper Trail Package, plus:
- Upgraded exhibit space (full 6' x 2½' skirted table);
 - Upgrade to logo placement on event signage;
 - Recognition as sponsor of a concurrent educational session; and
 - One full registration.

***Package only available to non-profit 501(c)3 organizations with no paid staff**



\$2,500+

Includes Bronze Trail Package, plus:

- Recognition as a breakfast, reception, or workshop sponsor
- Sponsor logo on select conference materials and website;
- One social media post on the conference Facebook page before the event
- Inclusion in the conference's mobile app and one "promoted post"; and
- Two full registrations.



\$5,000+

Includes Silver Trail Package, plus:

- Recognition as a hospitality or plenary event sponsor;
- Preferred location for exhibit space;
- Two social media posts on the conference Facebook page before the conference and one with a photo during the event;
- Main stage acknowledgement during a plenary presentation;
- Sponsor logo with live link to sponsor website, plus 30-word description in the "Featured Sponsors" section on the conference website;
- Inclusion in the conference's mobile app with two "promoted posts" and one "push notification"; and
- Three full registrations.



\$10,000+

Includes Gold Trail Package, plus:

- Recognition as the Welcome Dinner, Award Dinner or Keynote Presentation sponsor;
- Main stage acknowledgement during dinner;
- Highly visible exhibit location;
- Inclusion of sponsor logo in press materials;
- Opportunity to provide promotional pieces in attendee goodie bags
- One highlight in our monthly email newsletter (trail-related content provided by sponsor);
- Three social media posts on the conference Facebook page before the event and one with a photo during the conference;
- Inclusion in conference's mobile app including three sponsor-specific "promoted posts", two "push notifications" and prime placement in the main menu; and
- Four full registrations.

* Promotional items for sponsorships must be confirmed no later than Wednesday, March 15, 2017. Priority placement will be given to those that confirm prior to the deadline. Some sponsorship perks require early confirmation in order to be fully utilized.

SPONSORSHIP CONTRACT

Sponsor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

SPONSORSHIP PACKAGE

Platinum Trail Sponsor (\$10,000+)

Gold Trail Sponsor (\$5,000+)

Silver Trail Sponsor (\$2,500+)

Bronze Trail Sponsor (\$1,000+)

Copper Trail Sponsor (\$500+)

Brass Trail Sponsor (\$300+)

Non-Profit with no paid staff only

SPONSORSHIP OPTIONS

Yes, I want an exhibit space

Please complete and return the Exhibitor Contract on page 11.

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 a student scholarship recipient

*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 15, 2017 for inclusion in the conference program. Priority placement will be given to those that confirm prior to the deadline.

PAYMENT INFORMATION

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 # _____

Exp Date: _____

3 Digit Security Code on back: _____

Name on card (print): _____

Signature _____



ADDITIONAL WAYS TO SUPPORT

Donate items or services for the raffle and/or silent auction. **See page 12 for details.**

Increase your exposure by sponsoring name tag lanyards with your company logo.

Sponsor the attendee's goodie bag and include your collateral materials inside.

Sponsor the conference's mobile app and receive prominent placement within the application, which will be available to all registrants before and after the conference.

Provide design services for the conference collateral and marketing items (*Congratulations to Alta Planning & Design, our 2017 Conference Design Team*).

Host one of the many social activities and receive recognition at the event, in program materials, and on the event's mobile app. Available activity sponsorship opportunities include:

- The keynote address on Wednesday;
- Evening entertainment on Thursday;
- Happy hour reception on Wednesday and Thursday; and
- After-hours evening social on Wednesday and Thursday.

Fund a registration for a college student and support the next generation of trail professionals.

In-kind sponsorship opportunities are also available, including printing, mailings, transportation and merchandise (i.e. shirts, water bottles, other goodies with event logo), etc.

Custom sponsorship opportunities and recognition packages are available. Contact Emily at the California Trails Conference Foundation for more information.

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 new 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.

Inside Free-standing Exhibit

(maximum length 10 feet)

- \$350 for commercial exhibitors
- \$250 for non-profit exhibitors

Standard Exhibit Table (6' x 2½')

- \$350 for commercial exhibitors
- \$250 for non-profit exhibitors

Half Exhibit Table (3' x 2 1/2')

- \$175 for commercial exhibitors
- \$125 for non-profit exhibitors

Outside Exhibit

(Call for quote and availability)

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 CONTRACT

Exhibitor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

EXHIBIT OPTIONS

COMMERCIAL

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

Half Table - \$175
(shared)

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

Outside Exhibit
(call for quote and availability)

NON-PROFIT OR AGENCY

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

Half Table - \$125
(shared)

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

Outside Exhibit
(call for quote and availability)

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

For inclusion in the conference program, forms and payment must be received by Wednesday, March 15, 2017.

PAYMENT INFORMATION

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 # _____

Exp Date: _____

3 Digit Security Code on back: _____

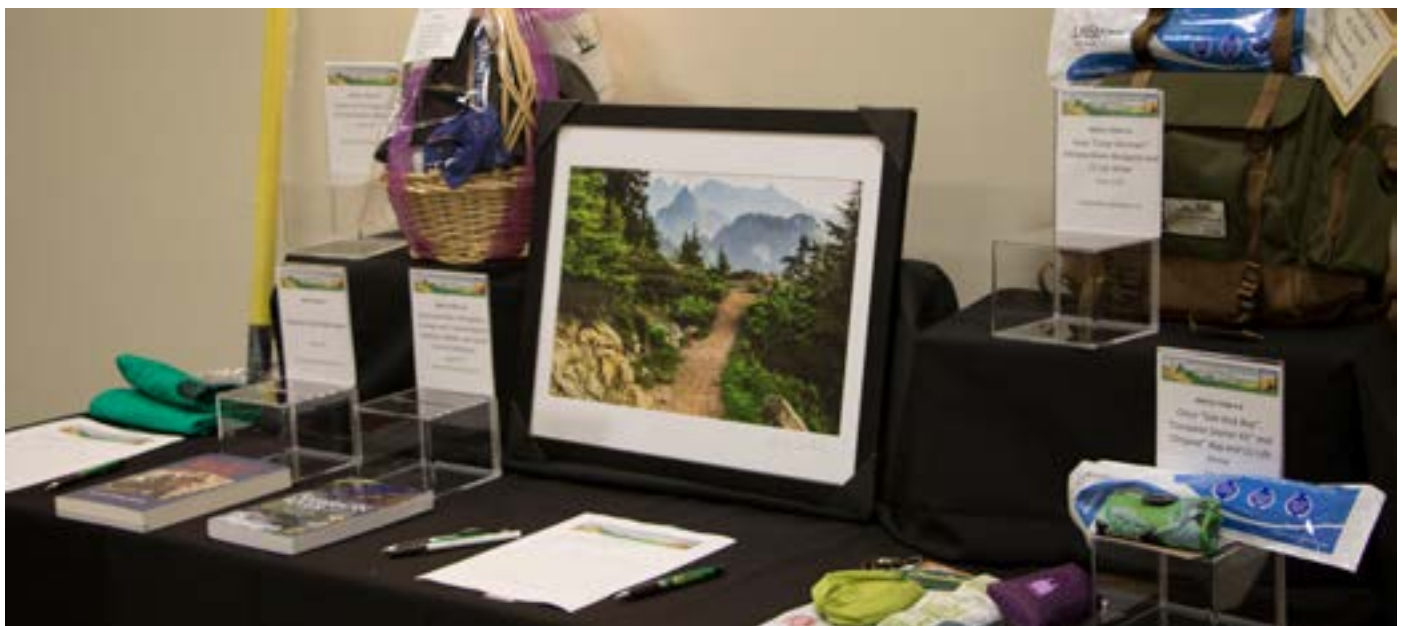
Name on card (print): _____

Signature _____

DONATE TO THE RAFFLE AND SILENT AUCTION

One of the more popular events at the conference is the raffle and silent auction. Every year, hundreds of attendees participate in this exciting shopping spree to support the conference. By donating your products and services to this event, you will maximize exposure among your best customers. All donors will be listed in the conference program and on donor recognition signage at the conference. Donors are also invited to provide collateral materials (425 pieces) for attendee goodie bags. Simply provide the collateral materials along with your donation.

Remember!
All donations are
tax deductible.



GIFT DONATION FORM

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Description of Donated Item:

Value: _____

Preferred Use:

Raffle Item

Silent Auction Item

Delivery Method:

I will deliver the item to the Conference Registration Desk on April 19th.

I will ship the item to California State Parks at the address below by April 10th.

Raffle and auction items must be received by Monday, April 10th, at the address below, or may be delivered to the Conference Registration Desk at the Monterey Hyatt Regency on Tuesday, April 18th, or Wednesday, April 19th, ONLY.

Collateral materials (425 pieces total) that you wish to include in the attendee goodie bag must be received at the address below no later than Monday, April 10th.

Callie Hurd
California Trails and Greenways 2017
704 O Street, Sacramento, CA 95814
916.324.0423

CONTACT INFORMATION:

For questions about sponsorship, exhibiting, advertising or donations, contact:

Emily Williams

Executive Director, Conference Co-Chair

California Trails Conference Foundation

530.562.7224

emily@catrailsconference.org

California Trails Conference Foundation

PO Box 3253

Truckee, CA 96160

(530) 562-7224

www.catrailsconference.org

The California Trails Conference Foundation is a 501(c)3 nonprofit organization founded in 1995. The Foundation works in partnership with the California Department of Parks and Recreation to offer California Trails & Greenways annually.

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.californiatrailsconference.org.

