



CALIFORNIA TRAILS & GREENWAYS 2019

SPONSORSHIP GUIDE



April 23rd-25th
Viejas Resort
San Diego, CA

2019 HIGHLIGHTS

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 34 years in 2019. 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.

Location:

In 2019, California Trails & Greenways will be held at the Viejas Resort in the mountains east of San Diego on the tribal land of the Kumeyaay. The hotel features modern amenities, streamlined design, and a handcrafted boutique feel. The location is surrounded by the Cleveland National Forest and is also the gateway to the Cuyamaca Rancho State Park.



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.

2019 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

SPONSORSHIP OPPORTUNITIES

CALIFORNIA TRAILS & GREENWAYS SPONSOR BENEFITS	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$3,500	Copper \$1,500	Brass \$250-\$1,499
Number of sponsorships available	1	3	4			
GENERAL ACTIVATION						
Lead sponsor for the event	x					
Sponsorship of keynote speaker and opportunity to introduce keynote	x					
Sponsorship of 1 dinner or attendee gift		x				
Sponsorship of 1 lunch or 1 reception			x			
Sponsorship of 1 breakfast or 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	x		
Company name and logo (link to home page) on website and event materials	x	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	x	
Company name displayed on sponsor appreciation page of program						x
Company description in program (# of words)	200	100	50			
Copy of attendee list	x	x	x	x		
ONSITE						
Full registrations	4	3	2	1		
Exhibitor space freestanding booth or table	x (featured)	x (prime)	x	x	x	
Corporate brochure to be distributed with attendee handouts	x	x	x	x	x	
Acknowledgement from organizers from podium	x	x	x	x	x	
Hotel room	2 rooms for 3 nights	1 room for 3 nights				

Custom Sponsorship - Got an idea you want to run by us? Contact laurel@catrailsconference.org

SPONSORSHIP CONTRACT

Sponsor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

SPONSORSHIP PACKAGE

Platinum Trail Sponsor (\$15,000+)

Gold Trail Sponsor (\$10,000+)

Silver Trail Sponsor (\$5,000+)

Bronze Trail Sponsor (\$3,000+)

Copper Trail Sponsor (\$1,500+)

Brass Trail Sponsor (\$250-\$1,499)

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 22, 2019 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 # _____

Exp Date: _____

3 Digit Security Code on back: _____

Name on card (print): _____

Signature _____

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.

Inside Free-standing Exhibit

(maximum length 10 feet)

- \$550 / \$450 early-bird*
for commercial or agency exhibitors

- \$350 / \$300 early-bird*
for non-profit exhibitors

Standard Exhibit Table (6' x 2½')

- \$550 / \$450 early-bird*
for commercial or agency exhibitors

- \$350 / \$300 early-bird*
for non-profit exhibitors

Outside Exhibit (Call for quote and availability)

***Early-bird pricing is available if Exhibitor Contract is received by March 1, 2019**

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 or AGENCY

Free-standing Exhibit - \$550 (\$450 early-bird)*
(maximum length 10 feet)

Standard Exhibit Table- \$550 (\$450 early-bird)*
(table size 6' x 2 1/2')

Outside Exhibit
(call for quote and availability)

NON-PROFIT

Free-standing Exhibit - \$350 (\$300)*
(maximum length 10 feet)

Standard Exhibit Table- \$350 (\$300)*
(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.

* Early-bird pricing is available if Exhibitor Contract is received by March 1, 2019.

For inclusion in the conference program, forms and payment must be received by Friday, March, 22, 2019.

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 # _____

Exp Date: _____

3 Digit Security Code on back: _____

Name on card (print): _____

Signature _____

SILENT AUCTION DONATION FORM

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Description of Donated Item:

Value: _____

Delivery Method:

I will deliver the item to the Conference Registration Desk by April 23rd.

I will ship the item to California Trails Conference Foundation by April 15th.

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 the California Trails & Greenways conference who may not have the means to attend otherwise.

Silent auction items must be received by Monday, April 15th, at the address below, or may be delivered to the Conference Registration Desk at the Viejas Resort by 4pm Tuesday, April 23rd.

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 15th.

Laurel Harkness
California Trails Conference Foundation
1704 Holiday Lane, Mount Shasta, CA 96067
530.665.8090

CONTACT INFORMATION:

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

Laurel Harkness

Executive Director

California Trails Conference Foundation

laurel@catrailsconference.org

(530) 665-8090

California Trails Conference Foundation

PO Box 1483

Mount Shasta, CA 96067

(530) 665-8090

www.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.californiatrailsconference.org.

