

# California Trails & Greenways

MARCH 28 - 31 | THE RENAISSANCE PALM SPRINGS HOTEL | PALM SPRINGS, CA

## SPONSORSHIP GUIDE



2023

# 2023 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 38 years in 2023. 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.

## 2023 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 2023, California Trails and Greenways will be held at the Renaissance Palm Springs Hotel, located at the foot of the dramatic San Jacinto Mountains, offers an indoor oasis for this year's event. The hotel is only 1.5 miles from the Palm Springs International Airport and a short walk from downtown Palm Springs.

# SPONSORSHIP OPPORTUNITIES

<b>CALIFORNIA TRAILS &amp; GREENWAYS SPONSOR BENEFITS</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Bronze \$1,500</b>	<b>Copper \$1,000</b>	<b>Brass (NonProfit) \$300</b>
<b>CONFERENCE EVENTS</b> - Be the proud sponsor of one of these event activities					
Special Event - Keynote, Plenary or Awards	<b>x</b>				
Meal or Reception		<b>x</b>			
Workshop or Session			<b>x</b>		
<b>MARKETING &amp; PROMOTION</b> - Get recognition in our publicity materials and event program					
Social Media	<b>x</b>	<b>x</b>			
Website	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>
Email Outreach	<b>x</b>	<b>x</b>	<b>x</b>		
Program Sponsor Page	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>
Company Description in Program	<b>100 WORDS</b>	<b>50 WORDS</b>			
<b>ONSITE PERKS</b> - Benefit from direct cost saving with these incentives and resources					
Event Registrations	<b>3</b>	<b>2</b>	<b>1</b>		
Exhibit Space	<b>x</b>	<b>x</b>			
Brochure Included with Attendee Handouts	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>
Acknowledgement from Podium	<b>x</b>	<b>x</b>			
Copy of Attendee Email List	<b>x</b>	<b>x</b>	<b>x</b>		
<b>CUSTOM SPONSORSHIPS: WE CAN TAILOR THESE BENEFITS TO MEET YOUR NEEDS!</b> Please contact us to explore the possibilities – <a href="mailto:sarah@catrailsconference.org">sarah@catrailsconference.org</a>					

*Please join us in sponsoring CT&G 2023!*



# SPONSOR FORM

Sponsor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

## SPONSORSHIP PACKAGE

Gold Trail Sponsor (\$5,000+)

Silver Trail Sponsor (\$2,500+)

Bronze Trail Sponsor (\$1,500+)

Copper Trail Sponsor (\$1,000+)

Brass Trail Sponsor (\$300)

## SPONSORSHIP OPTIONS

Yes, I want an exhibit space - *Please complete and return the Exhibitor Form 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 February 28, 2023 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*)

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

Do you need an invoice?      Yes      No

**Submit form to: Sarah Green at [sarah@catrailsconference.org](mailto:sarah@catrailsconference.org)**

**Mail payment to: California Trails Conference Foundation | P.O. Box 2945 | Truckee, CA 96160**

# 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.

**Consider upgrading from Exhibitor to Sponsor to receive these additional benefits:**

- Complimentary exhibit space to display your products and services,
- Exposure on the conference website, materials and mobile app, and
- Free event registration (depending on the sponsorship level).

**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](mailto:info@catrailsconference.org) or 530-665-8090*)

# EXHIBITOR FORM

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 (no extra charge this year).

**For inclusion in the conference program, forms and payment must be received by February 28, 2023.**

## PAYMENT INFORMATION

Total: \_\_\_\_\_

### Payment Method

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

Do you need an invoice?      Yes      No

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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 ship the item to California State Parks by March 17.

I will deliver the item to the Conference Registration Desk by March 27 at noon.

## Your donation will support the Emerging Leaders Scholarship Program

This is a program which enables students and emerging professionals to attend California Trails & Greenways who may not have the means to attend otherwise.

**Collateral Materials:** Organizations are also invited to provide collateral materials for attendee goodie bags. These items (400 pieces total) that you wish to include in the attendee goodie bag must be received at the address below no later than March 17. Please let Sarah know if you are sending any collateral materials.

Ship donated items or collateral materials to:

Noelle Breitenbach | Strategic Planning and Recreation Services Division | California State Parks  
4940 Lang Ave, Dock H | McClellan, CA 95652 | 916-860-4879

**Submit form to: Sarah Green at [sarah@catrailsconference.org](mailto:sarah@catrailsconference.org)**





## **CONTACT INFORMATION:**

Sarah Green  
**California Trails Conference Foundation**  
PO Box 2945  
Truckee, CA 96160  
(530) 665-8090

**[sarah@catrailsconference.org](mailto:sarah@catrailsconference.org)**  
**[info@catrailsconference.org](mailto: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.catrailsconference.org](http://www.catrailsconference.org).*

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