

California Trails & Greenways

APRIL 30TH - MAY 3RD | EVERLINE RESORT AND SPA | LAKE TAHOE, CA

SPONSORSHIP GUIDE



2024

2024 HIGHLIGHTS



Cover photo: courtesy of Tahoe Rim Trail Association

Above: courtesy of North Tahoe Community Alliance

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 39 years in 2024. 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.

2024 Trail Awards:

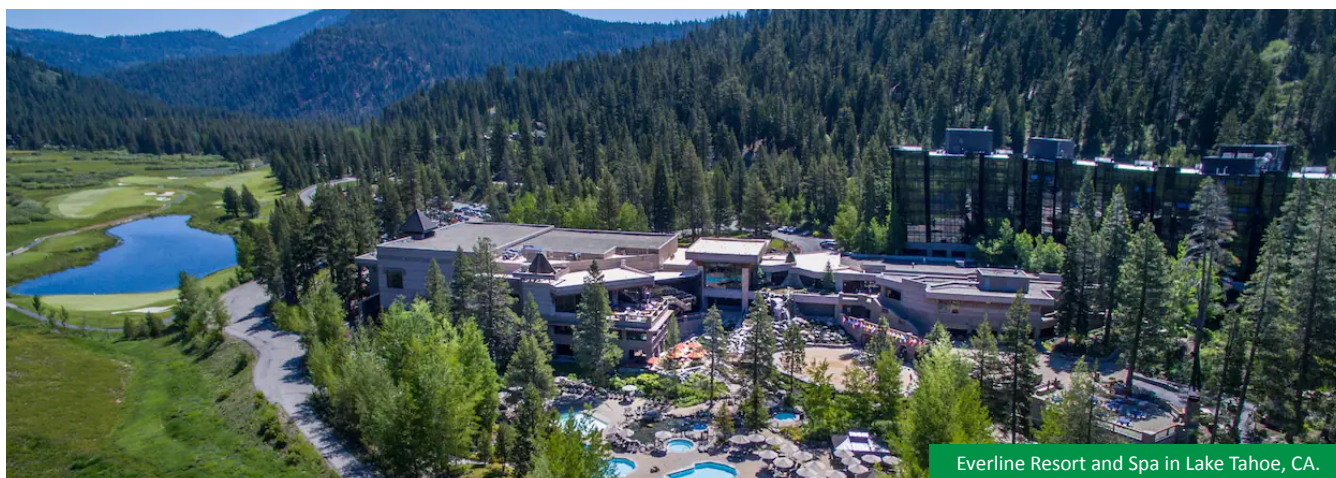
California Trails & Greenways Awards recognize those that have made outstanding contributions to promote, enhance or expand public awareness and use of trails and greenways in California during the previous calendar year.

Awards include:

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

Location:

California Trails and Greenways 2024 will be held at the Everline Resort and Spa, a full-service, luxury mountain resort nestled in Olympic Valley, home of Palisades Tahoe ski resort and the 1960 Winter Olympics. Surrounded by an idyllic mountain backdrop, this family-friendly hotel offers scenic hiking and biking trails, 18-hole championship golf course, and heated swimming pools.



Everline Resort and Spa in Lake Tahoe, CA.

SPONSORSHIP OPPORTUNITIES

CALIFORNIA TRAILS & GREENWAYS SPONSOR BENEFITS	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Copper \$1,000	Brass (NonProfit) \$400
CONFERENCE EVENTS - Be the proud sponsor of one of these event activities					
Special Event - Keynote, Plenary, Awards, Meals or Reception	X				
Workshop or Session		X			
Event Materials and Supplies			X		
MARKETING & PROMOTION - Be recognized in our publicity materials and event program					
Social Media	X	X			
Website	LOGO	LOGO	LOGO	NAME	NAME
Email Outreach	X	X	X		
Program Sponsor Page	LOGO	LOGO	LOGO	NAME	NAME
Company Description in Program	HALF PAGE AD	50 WORDS			
ONSITE PERKS - Benefit from direct cost saving with these incentives and resources					
Event Registrations	3	2	1		
Exhibit Space	X	X			
Brochure Included with Attendee Handouts	X	X	X	X	X
Acknowledgement from Podium	X	X			
Copy of Attendee Email List	X	X	X		
CUSTOM SPONSORSHIPS: WE CAN TAILOR THESE BENEFITS TO MEET YOUR NEEDS! Please contact us to explore the possibilities – sarah@catrailsconference.org					

We would appreciate your support for CT&G 2024!

SPONSOR FORM

Sponsors receive prime exhibit space on first-come, first-served basis.

Sponsor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

SPONSORSHIP PACKAGES

Gold Sponsor (\$5,000+)

Silver Sponsor (\$2,500+)

Copper Sponsor (\$1,000+)

Bronze Sponsor (\$1,500+)

Brass Sponsor - *non-profit only* (\$400)

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 March 29, 2024 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*)

Do you need an invoice? Yes No

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

An invoice will be sent from our secure online credit card payment system.

Submit form to: Sarah Green at sarah@catrailsconference.org
Mail checks 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.

Upgrade 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')

Commercial/Agency: \$450

Non-profit Organization: \$350

Inside Free-Standing Exhibit (maximum length 10 feet)

All Entities: \$600

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

EXHIBITOR FORM

Exhibit space available on a first come, first served basis.

Exhibitor Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

EXHIBIT OPTIONS

COMMERCIAL/AGENCY

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

Free-standing Exhibit - \$600 (maximum length 10 feet)

Outside Exhibit (call for quote and availability)

NON-PROFIT

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

Free-standing Exhibit - \$600 (maximum length 10 feet)

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 March 29, 2024.

PAYMENT INFORMATION

Total: _____

Payment Method

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

Do you need an invoice? Yes No

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

An invoice will be sent from our secure online credit card payment system.

Submit form to: Sarah Green at sarah@catrailsconference.org
Mail checks to: California Trails Conference Foundation | P.O. Box 2945 | Truckee, CA 96160

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 Trails Conference Foundation by April 19.

I will hand-deliver the item to the Conference Registration Desk by noon on April 29.

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.

Submit form to: Sarah Green at sarah@catrailsconference.org

Collateral Materials for Goodie Bags

Sponsoring & exhibiting 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 April 19.

Ship donated items or collateral materials to:

California Trails Conference Foundation

P.O. Box 2945 | Truckee, CA 96160

Please let Sarah know if you would like to include Collateral Materials in the goody bag
sarah@catrailsconference.org or 530-665-8090.



Photo: courtesy of Tahoe Rim Trail Association

CONTACT INFORMATION:

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

sarah@catrailsconference.org
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