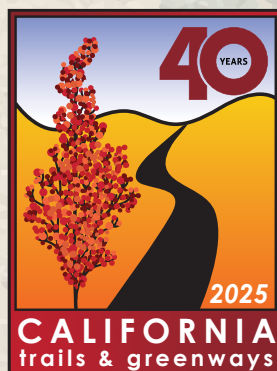


# California Trails & Greenways

APRIL 22ND - 25TH | SHERATON FAIRPLEX SUITES & CONFERENCE CENTER | POMONA

*Celebrating 40 Years!*

## SPONSORSHIP GUIDE



# 2025



# 2025 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 40 years in 2025. Over 300 trail professionals and stewards gather to learn from over 80 session presenters and learn about the latest trail products, trends, and technology.

## Pre-Training Workshops:

Pre-training 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.

## 2025 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 & Greenways will be held at the Sheraton Fairplex Suites & Conference Center in Pomona, CA. A 20-minute drive from San Antonio Canyon of Angeles National Forest that offers excellent hiking and mountain biking trails. With a rich history, diverse population, thriving art scene, and top educational institutions, Pomona has something for everyone.



Sheraton Fairplex Suites & Conference Center in Pomona, CA.

# SPONSORSHIP OPPORTUNITIES

CALIFORNIA TRAILS & GREENWAYS SPONSOR BENEFITS	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Copper \$1,000	Brass (NonProfit) \$400
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## TRAINING EVENTS - Be the proud sponsor of one of these event activities

Special Event - Keynote, Plenary, Awards, Meals or Reception	X	X				
Workshop or Session			X			

## MARKETING & PROMOTION - Be recognized in our marketing materials and event program

Program Front Cover	LOGO					
Social Media	X	X	X			
Eblast Banner	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Website	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Program Sponsor Page	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Company Description in Program	50 WORDS & FULL PAGE AD	50 WORDS & HALF PAGE AD	50 WORDS			

## ONSITE PERKS - Benefit from direct cost saving with these incentives and resources

Event Registrations	4	3	2	1		
Exhibit Space	X	X	X			
Brochure Included with Attendee Handouts	X	X	X	X	X	X
Acknowledgement from Podium	X	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 – [victoria@catrailsconference.org](mailto:victoria@catrailsconference.org)

*We appreciate your support for CT&G 2025!*

# 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

Platinum Sponsor (\$10,000+)

Gold Sponsor (\$5,000+)

Silver Sponsor (\$2,500+)

Bronze Sponsor (\$1,500+)

Copper Sponsor (\$1,000+)

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

## SPONSORSHIP OPTIONS

Yes, I want an exhibit space - FREE with Silver, Gold or Platinum Sponsorship.

*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 14, 2025 for inclusion in the program.**

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

## PAYMENT INFORMATION

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

Do you need an invoice?      Yes      No

### Payment Method

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

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

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

**By completing this form, you agree to submit payment no later than April 11th, 2025.**

**Submit form to: Victoria Stehl at [victoria@catrailsconference.org](mailto:victoria@catrailsconference.org)**

**Mail checks to: California Trails Conference Foundation | P.O. Box 22175 | Sacramento, CA 95822**



# 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 training, **providing maximum exposure to attendees.**

## BENEFITS OF EXHIBITING

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

Inclusion in our program; **to directly promote your company, products and services** during and after the training.

### Upgrade from Exhibitor to Sponsor to receive these additional benefits:

- Complimentary exhibit space to display your products and services
- Exposure on the training and registration websites and onsite materials
- 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 availability contact [victoria@catrailsconference.org](mailto:victoria@catrailsconference.org) or 646-621-9990

# 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 *(Complimentary for Silver, Gold and Platinum Sponsors!)*

### 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 \$300

**For inclusion in the program, forms and payment must be received by March 14th, 2025.**

## PAYMENT INFORMATION

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

Do you need an invoice?      Yes      No

### Payment Method

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

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

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**Mail checks to: California Trails Conference Foundation | P.O. Box 22175 | Sacramento, CA 95822**

# AUCTION/RAFFLE DONATION FORM

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 (see address below) by April 11.

I will hand-deliver the item to the Registration Desk by noon on April 21.

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: Victoria Stehl at [victoria@catrailsconference.org](mailto:victoria@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 11.

**Ship donated items or collateral materials to:**

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

Please let Victoria know if you would like to include collateral materials in the goody bag at [victoria@catrailsconference.org](mailto:victoria@catrailsconference.org) or 646-621-9990.





# Celebrating 40 Years!

## CONTACT INFORMATION:

Victoria Stehl  
 California Trails Conference Foundation  
 PO Box 22175  
 Sacramento, CA 95822  
 646-621-9990

[victoria@catrailsconference.org](mailto:victoria@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](http://www.californiatrailconference.org).*

**[www.catrailconference.org](http://www.catrailconference.org)**