

California Trails & Greenways

APRIL 19TH - 23RD, 2027 | SANTA BARBARA, CA



2027 SPONSORSHIP GUIDE



2027 HIGHLIGHTS

Santa Barbara

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, interpreters and environmental educators, software developers, equipment operators and manufacturers and many more.

California Trails & Greenways is among the longest running and most successful trails trainings in the country - celebrating 42 years in 2027. Over 350 trail professionals and stewards gather to participate in workshops, gain knowledge 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.

2027 Trail Awards:

Trails Awards honor and 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
- Lifetime Professional Achievement
- Lifetime Organization Achievement
- Trail Champion
- Merit
- Social Media, Websites, and Technology

Location:

This year will be held at the Hilton Santa Barbara Beachfront Resort. Santa Barbara, known as the "American Riviera," is a coastal destination where the Santa Ynez Mountains meet the Pacific Ocean. Its unique south-facing coastline grants the area an exceptionally mild Mediterranean climate with over 300 days of sunshine annually, making it a year-round hub for outdoor exploration. The geographic layout allows you to transition from surfing on a sandy beach to hiking a mountain canyon ridge within a 15-minute drive.



Hilton Santa Barbara Beachfront Resort

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

TRAINING EVENTS - Be the proud sponsor of one of these event activities

Special Event
- Keynote, Plenary, Awards, Meals
or Reception

X

X

X

Workshop or Session

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

Company Materials included in goodie bag

X

X

X

X

X

X

Acknowledgement from Podium

X

X

X

CUSTOM SPONSORSHIPS: WE CAN TAILOR THESE BENEFITS TO MEET YOUR NEEDS!

Explore the possibilities: victoria@catrailsconference.org

We appreciate your support for CT&G 2027!

SPONSOR FORM

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 12th, 2027 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 2nd, 2027.

Book Your Hotel Room Now!

CLICK HERE to take advantage of
our special room rates.

You can also contact the hotel
directly at 1-800-446-6677
and use group name:
CA Trails Foundation
or group code: 92E.

Submit form to: Victoria Stehl at 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 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 12th, 2027.

PAYMENT INFORMATION

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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 Trails Conference Foundation (address below) by April 2nd.

I will hand-deliver the item to the Registration Desk by noon on April 19th.

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.

Send form to: victoria@catrailsconference.org

Collateral Materials for Goodie Bags

Sponsoring & exhibiting organizations are also invited to provide collateral materials for attendee goodie bags. These items must be received at the address below no later than April 2nd, 2027. Suggested quantity is 400 pieces total.

For more information: victoria@catrailsconference.org

Ship donated items or collateral materials to:

Victoria Stehl | CTCF | 4800 Monte Way | Sacramento, CA 95822 | 646-621-9990



View of the Santa Ynez Mountains from Camino Cielo, in Los Padres National Forest, near Santa Barbara, California.

Celebrating Over 40 Years!

CONTACT INFORMATION:

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

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.californiatrailsconference.org.

www.catrailsconference.org