California Trails Conference Foundation

A 501(c)(3) nonprofit organization #68-0343597
P.O. Box 3253
Truckee, CA 96160
877.776.3619 or 530.562.7224

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emily@catrailsconference.org

Sponsor Opportunities

California Trails & Greenways Conference
April 22-24, 2015

Tenaya Lodge at Yosemite

Sponsorships provide significant opportunities to ***promote services, products and agencies through email promotions, links from California State Parks' website, inclusion on selected conference items, and tabling in our exhibit areas***. The Trails Conference is the only statewide, non-motorized trails conference in California, and our team actively incorporates conference communications to ***a database of over 3,000 energetic trail professionals and advocates (many with direct purchasing authority).***

The 30th California Trails & Greenways Conference directly benefits trail and greenway planners, builders, managers, maintenance crews, interpreters and advocates; making this a very special opportunity to effectively promote your products and services during this 3-day event.

The Tenaya Lodge at Yosemite is ideally suited to provide ***affordable and highly visible recognition and branding opportunities for your organization.*** Our sponsorship packages, offer a variety of benefits depending on the level, including ***exhibit space*** and other ***marketing opportunities*** that guarantee frequent and meaningful exposure to your agency or organization. With expected ***attendance at 400***, conference attendees will have frequent and relaxed opportunities to view your products and engage in meaningful discussions.

The conference is hosted by California State Parks' Roads and Trails Program and the nonprofit California Trails Conference Foundation.

Whatever sponsorship package you choose, your tax-deductible contribution to the *Foundation* is applied directly to conference costs and reduces registration fees for all attendees—a much appreciated gesture at this time. This is a truly unique opportunity to ***directly connect trail planners, builders, managers and volunteers*** from throughout California to your services and products.

Our team has secured a special conference rate of $129++ per night standard. For hotel reservations call 800.635.5807. Be sure to reference the "California Trails & Greenways Conference" or reference the group code 30W0QE. This special conference rate is guaranteed only for reservations made prior to Tuesday, March 31, 2015.

For additional sponsor information and forms, simply follow the links on the Conference website www.parks.ca.gov/trails/conference or **contact Emily Williams** at 877.776.3619 or 530.562.7224 or email emily@catrailsconference.org.

Sponsor Packages

California Trails & Greenways Conference

April 22-24, 2015

Platinum Trail Supporter $10,000+

Includes Silver Trail Package plus:

- Recognition as a Welcome Dinner, Award Dinner or keynote presentation sponsor
- Main stage acknowledgement during dinner
- High visible exhibit location
- Inclusion in event press materials
- Reserved seating at lunch with VIPs and special guests
- Opportunity for inclusion of event appropriate literature with registration materials*
- One-time inclusion of sponsor promo piece in e-distribution to attendees*
- Four (4) full conference registrations

**Space and time restrictions may apply. Materials must be received by March 12, 2015.*

Golden Trail Supporter $5,000+

Includes Silver Trail Package plus:

- Recognition as a hospitality or plenary event sponsor
- Preferred location for exhibit space
- Rotating ad space on the Foundation's website
- Main stage acknowledgement during a plenary
- Three (3) full conference registrations

Silver Trail Supporter $2,500+

Includes Bronze Trail Package plus:

- Recognition as a breakfast, reception, or workshop sponsor
- Logo on select Conference Materials and website
- Highlighted in our conference e-communications
- Two (2) full conference registration

Bronze Trail Supporter $1,000+

Includes Copper Trail Package plus:

- Upgraded exhibit space (6' x 2½' table)
- Upgrade to logo on event signage
- Sponsorship of a Concurrent Session
- Inclusion in the Conference's social media campaign
- One (1) full conference registration

Copper Trail Supporter $500+

Includes Brass Trail Package plus:

- Upgrade to logo with link to your website from the Conference website
- Name included on event signage

Brass Trail Supporter $300+*

- Acknowledgement in the Conference Program
- Complimentary shared table space (size: 3' x 2 ½')
- Name listed on the Conference website

**Package only available to Non-Profits Organizations with no paid staff*

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Phone: 877-776-3619 or 530.562.7224 · Email: info@catrailsconference.org · Tax ID: #68-0343597

Sponsor Form

California Trails & Greenways Conference

April 22-24, 2015

Your Details

Company, Organization or Agency Name: _____

Contact Person: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

Email: _____ Website: _____

Sponsorship Package

- ❑ Platinum Trail Sponsor ($10,000+)
- ❑ Golden Trail Sponsor ($5,000+)
- ❑ Silver Trail Sponsor ($2,500+)
- ❑ Bronze Trail Sponsor ($1,000+)
- ❑ Copper Trail Sponsor ($500+)
- ❑ Brass Trail Sponsor ($300+)
  Non-Profits ONLY with no paid staff

Sponsor Benefits Checklist:

❑ **Electronic Logo.** Send your 300 DPI Logo (JPG) for inclusion on website and conference materials to emily@catrailsconference.org — Applies to all sponsor levels.

Sponsorships and logos must be received by March 12th to receive early recognition. Sponsorships received after March 19th will be recognized on select conference items.

❑ **Exhibit Space.** Please confirm exhibit space: — Applies to all sponsor levels.

❑ We will use our exhibit space.
(If selected, please complete the exhibit space section on page 4).

❑ We will NOT use our exhibit space.

❑ **Registration.** Send the name(s) of the individuals attending the event through your sponsorship. To ensure space is available, names must be received by March 12th to emily@catrailsconference.org — Applies to Bronze, Silver, Golden and Platinum Traill Sponsors.

❑ **Rotating Ad Space.** Send your web-ready JPG, GIF or PNG image (size: 250px x 250px) to emily@catrailsconference.org — Applies to Golden and Platinum Trail Sponsors.

❑ **Reserved Seating at Lunch.** Attendee names must be received by April 1st. — Applies to Only Platinum Trail Sponsors.

❑ **Sponsor Materials Literature.** Materials must be received by April 1st to CSP, Facilities Division, 704 O Street, Sacramento 95814. Quantity: 425. — Applies to Only Platinum Trail Sponsors.

❑ **Sponsor Promo Piece.** A max of 150 words for the conference-related promo piece must be received by March 12th to emily@catrailsconference.org — Applies to Only Platinum Trail Sponsors.

Sponsor Form Continued…

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Exhibit Space

❑	Free Standing Exhibit *(maximum length 10 feet)*	Applies to Golden or Platinum Sponsors.
❑	Outside Exhibit *(Call for details)*	Applies to Golden or Platinum Sponsors.
❑	Please provide electricity for my exhibit	Applies to Golden or Platinum Sponsors.
❑	Standard Exhibit Table (table size: 6' x 2½')	Applies to Bronze, Silver, Golden or Platinum Sponsors.
❑	Half Table (Shared space: 3' x 2½')	Applies to Brass or Copper Sponsors.

Sponsor's Exhibit Information

❑ Same as above *(if different provide information below)*

Company, Organization or Agency Name: _____

Contact Person: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

Email: _____ Website: _____

For inclusion in the conference program, forms and payment must be received by: March 12, 2015.

Payment Information

Payment Method

Full Payment Enclosed:

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

❑ Money Order *(made payable to California Trails Conference Foundation)*

❑ Credit Card *(Visa or MasterCard accepted)*

Cardholder Information (For Credit Card Transactions)

Cardholder's Name: _____

Cardholder's Address: _____

City: _____ State: _____ Zip: _____

Sponsorship Amount: _____ Expiration Date: _____ 3 Digit Security Code: _____

Credit Card Number: _____

Authorized Signature: _____

Thank You! Please mail payment & form to the address below by March 12, 2015.

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