



The California Recreational Trails Conference Foundation

A 501(c)3 nonprofit organization

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December 2007

*Sponsorship Opportunities for the
23rd California Trails & Greenways Conference
May 29th through 31st, 2008 Bahia Resort Hotel in San Diego California*

Dear Potential Sponsor,

We are pleased to invite you to become a sponsor of the 23rd California Trails & Greenways Conference, taking place in beautiful Mission Bay San Diego. Since 1985, the Trails Conference has provided trail planners, managers and users with a venue for sharing up-to-date trail management skills and information; and a forum for trail professionals and enthusiasts statewide to network and advocate for safe, accessible, local and statewide trail systems. As a result, the Conference provides a unique opportunity for you to present your product or service or highlight your commitment to recreation to local, state and federal agencies and well as key trail user groups.

We expect approximately 225 decision makers involved in all facets of recreational trails' activities from throughout the state -- including land and recreation program planners, park and open space administrators and managers, trail advocacy group representatives, trail designers and builders, and other trail enthusiasts. These recreation leaders represent large and small not-for-profit organizations as well as local, state and federal agencies that accommodate hiking, bicycling, human-powered boating and equestrian activities on non-motorized recreational trails in all regions of California.

The sponsorship levels detailed below have been carefully crafted to provide unique and important benefits to your organization. There is no other venue that provides such a highly visible opportunity for you to reach this very special group of decision makers.

Please select the level of visibility you would prefer:

<i>Platinum Trail supporter: \$5,000</i>	<i>Exclusive Dinner Sponsorship Recognition in the Conference Program and Signage Your Logo on selected Conference Items Preferred Exhibit Space Hot link to your website on our Conference website Two Complementary Conference Registrations with meals</i>
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Golden Trail supporter: \$2,500	Exclusive <i>Breakfast or Lunch</i> Sponsorship Recognition in the Conference Program Your <i>Logo</i> on selected Conference Items Preferred <i>Exhibit Space</i> <i>Hot link</i> to your website on our Conference website Two Complementary <i>Conference Registrations</i> with meals
Silver Trail supporter: \$1,500	Sponsorship of a <i>Session or Workshop</i> Recognition in the Conference Program Your <i>Logo</i> on selected Conference Items Complementary <i>Exhibit Space</i> <i>Hot link</i> to your website on our Conference website One Complementary <i>Conference Registration</i> with meals
Bronze Trail supporter: \$1,000	Recognition in the Conference Program Complementary <i>Exhibit Space</i> One Complementary <i>Conference Registration</i> with meals
Copper Trail supporter: \$500	Recognition in the Conference Program Complementary <i>Exhibit Space</i>
Brass Trail supporter: \$150 (reserved for small nonprofits)	Recognition in the Conference Program

In the long term, you and your organization can expect to benefit by:

- ❖ Exposing your organization's values, products and/or services to decision makers focused on managing, expanding and improving recreational trail opportunities throughout California
- ❖ Gaining deeper insights into your market segment or interest from Conference attendees by networking with and learning about the challenges and needs of these dedicated professionals and advocates

For more information about the conference you are invited to view our website at www.parks.ca.gov/trails/conference. To reserve your space or for further details about our sponsorship program, please contact Cheryl Essex at (916) 651-0386 or at cessex@parks.ca.gov. Our exhibit area is limited this year, so early reservations are highly recommended.

We sincerely hope you'll join us!



Steve Musillami, Conference Chair