



# California Trails Conference Foundation

A 501(c)(3) nonprofit organization #68-0343597

P.O. Box 1047  
Yachats, OR 97498  
877.776.3619 or 541.547.3640

## Sponsor Opportunities

### *California Trails & Greenways Conference*

*May 8 - 10, 2013*

*Granlibakken, Lake Tahoe*

#### **President**

Richard E. Troy

#### **Secretary/Treasurer**

John A. Kolb

#### **Director**

Dave Gould

#### **Executive Director**

Lauralee Svendsgaard

[lsven@peak.org](mailto:lsven@peak.org)

#### **Development Director**

Melanie Schlotterbeck

[Melanie@Schlotterbeck.net](mailto:Melanie@Schlotterbeck.net)

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 1,500 energetic trail professionals and advocates (many with direct purchasing authority).***

The 28<sup>th</sup> 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 Granlibakken Conference Center and Lodge, located on the west side of Lake Tahoe, 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 350***, 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' Statewide Trails Section 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 \$159++ per night double with three meals from the Granlibakken Lodge. For hotel reservations call 800.543.3221 or 530.583.4242 or email [reservations@granlibakken.com](mailto:reservations@granlibakken.com). Be sure to reference the "California Trails & Greenways Conference." The special conference rate is guaranteed only for reservations made prior to April 16, 2013.

For additional sponsor information and forms, simply follow the links on the Conference website [www.parks.ca.gov/trails/conference](http://www.parks.ca.gov/trails/conference) or **contact Melanie Schlotterbeck** at 714.779.7561, [Melanie@Schlotterbeck.net](mailto:Melanie@Schlotterbeck.net) or 877.776.3619.

**Multi-year sponsorship opportunities exist! Inquire with our staff to learn more!**



## Sponsor Packages

### California Trails & Greenways Conference

May 8 -10, 2013

#### Platinum Trail Supporter

**\$10,000+**

*Includes Silver Trail Package plus:*

- Recognition as an award lunch or welcome dinner and keynote presentation sponsor
- High Traffic/Visibility location for exhibit space
- 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\*
- An Additional Full Conference Registration (4 total)

*\*Space and time restrictions may apply. Materials must be received by March 19, 2013.*

#### Golden Trail Supporter

**\$5,000+**

*Includes Silver Trail Package plus:*

- Recognition as a hospitality sponsor or evening celebration event
- Preferred location for exhibit space or option for free standing exhibit, and may add electricity
- Rotating ad space on the Foundation's website
- Main Stage Acknowledgement during opening plenary
- An Additional Full Conference Registration (3 total)

#### Silver Trail Supporter

**\$2,500+**

*Includes Bronze Trail Package plus:*

- Recognition as a breakfast, reception, or plenary sponsor
- Sponsorship of a Concurrent Session
- Logo on select Conference Materials and website
- Highlighted in our conference e-communications
- An Additional Full Conference Registration (2 total)

#### 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 Workshop
- Inclusion in our social media campaign about the event
- A Full Conference Registration (1 total)

#### 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*



## Sponsor Form

### California Trails & Greenways Conference

May 8 -10, 2013

#### Your Details

Company, Organization or Agency Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

#### Sponsorship Package

- |   |  |
|---|--|
| <input type="checkbox"/> Platinum Trail Sponsor (\$10,000+) | <input type="checkbox"/> Bronze Trail Sponsor (\$1,000+) |
| <input type="checkbox"/> Golden Trail Sponsor (\$5,000+)    | <input type="checkbox"/> Copper Trail Sponsor (\$500+)   |
| <input type="checkbox"/> Silver Trail Sponsor (\$2,500+)    | <input type="checkbox"/> 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: [Melanie@Schlotterbeck.net](mailto:Melanie@Schlotterbeck.net) Applies to all sponsor levels.
- Sponsorships and logos must be received by March 19<sup>th</sup> to receive early recognition. Sponsorships received after March 19<sup>th</sup> 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 April 15<sup>th</sup> to: [Melanie@Schlotterbeck.net](mailto:Melanie@Schlotterbeck.net) Applies to Bronze, Silver, Golden and Platinum Trail Sponsors.
- Rotating Ad Space.** Send your web-ready JPG, GIF or PNG image (size: 250 px x 250 px) to: [Melanie@Schlotterbeck.net](mailto:Melanie@Schlotterbeck.net) Applies to Golden and Platinum Trail Sponsors.
- Reserved Seating at Lunch.** Attendee names must be received by May 1<sup>st</sup>. Applies to Only Platinum Trail Sponsors.
- Sponsor Materials Literature.** Materials must be received by May 1<sup>st</sup> to CSP, Statewide Trails Section, 1416 - 9th St., Rm. 1442-7, Sacramento 95814. Quantity: 400. 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 19<sup>th</sup> to: [Melanie@Schlotterbeck.net](mailto:Melanie@Schlotterbeck.net) Applies to Only Platinum Trail Sponsors.



## Sponsor Form Continued...

### California Trails & Greenways Conference

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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 19, 2013.**

#### Payment Information

##### Payment Method

- Full Payment  Check (made payable to California Trails Conference Foundation)
- Enclosed:  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 15, 2013.**