



# VIRTUAL

*Anywhere & Everywhere*

APRIL 14-16, 2021



## SPONSORSHIP & EXHIBITOR GUIDE

California Trails & Greenways • April 14-16, 2021

California Trails & Greenways is an annual event that provides high-quality education and networking opportunities for urban, rural, and backcountry trail professionals. It represents a singular opportunity to reach decision makers from the trails profession, including federal, state, 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, and many more.

### About CT&G 2021

This year we will be offering our same great content in an exciting new *virtual* environment. With this new virtual format, we will be able to expand our reach from the 300 people who typically attend the in-person event to upwards of 1,000 people expected to attend this year.

### Why Become a Sponsor?

The virtual platform offers sponsors significant new opportunities for engaging with attendees and sharing information about your products and services. Each sponsor will have their own “virtual exhibit room” where they can post videos and other promotional materials, chat with attendees, and share contact information. Depending on your sponsorship level, your logo can be displaced prominently in an educational breakout session for hundreds to see. Sponsor logos will also be included on conference materials, emails, and social media promotions.

### Why This Year?

If you’ve thought about sponsoring in the past, or if it’s been a few years since you last sponsored, now is the time! Due to the easy access of a *virtual format*, this year’s event will offer a significantly larger audience and greater exposure than was possible previously. Attendees from around the world will literally be logging in from *anywhere and everywhere!*

### Questions?

Contact Sarah Green at [sarah@catrailsconference.org](mailto:sarah@catrailsconference.org) or 530-665-8090.

## Participation Levels and Benefits

Benefits	Gold \$5,000	Silver \$2,500	Bronze \$1,500	Nonprofit \$300	Exhibitor \$500
<b>Complimentary Registrations</b>	6	4	2		
<b>Conference Activity Sponsorship</b>					
Special Event - Keynote or Awards ~ includes logo & promotional video	✓				
Educational Session ~ includes logo		✓			
<b>Conference Visibility</b>					
Prime Logo Placement	all sessions	in one session			
Sponsor Banner for all event materials	large logo	medium logo	small logo	name	
Recognition in all event promotions	large logo	medium logo	small logo	name	
Custom Push Notifications to all attendees	2	1			\$50/ea
<b>Virtual Exhibit Space</b>					
Introductory Video	✓				✓
Promotional Materials	✓	✓			✓
Additional Hyperlinks	✓	✓			✓
Company Description	✓	✓	✓	✓	✓
Prominent Logo & Website Hyperlink	✓	✓	✓	✓	✓
Live Chat with Attendees	✓	✓	✓	✓	✓
<b>Copy of Attendee Email List</b>	✓	✓			✓



*This event would not be possible without the support of our sponsors.*

***Please join us in sponsoring CT&G 2021!***



# SPONSOR & EXHIBITOR FORM

Company Name: \_\_\_\_\_

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

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

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

## SPONSORSHIP LEVEL

Gold Trail Sponsor (\$5,000+)  
Silver Trail Sponsor (\$2,500+)  
Bronze Trail Sponsor (\$1,500+)  
Copper Trail Sponsor (non-profits only; \$300)

## EXHIBITOR

Virtual Exhibit Room (\$500)

## SPONSORSHIP OPTIONS

Yes, I want a virtual exhibit room  
I want to take advantage of the complimentary registration(s) included  
I would like to donate my registration(s) to the Emerging Leaders Scholarship Program

**Sponsorships must be confirmed no later than February 19, 2021 for access to an exhibitor room.**

## PAYMENT INFORMATION

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

### Payment Method

Check (*payable to California Trails Conference Foundation*)  
Send Invoice  
Credit Card (*Visa, MasterCard, American Express, and Discover accepted*)

### Cardholder Information (For Credit Card Transactions)

Card Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_

3 Digit Security Code on back: \_\_\_\_\_

Name on card (print): \_\_\_\_\_

Card Address: \_\_\_\_\_

Signature: \_\_\_\_\_

**To submit forms and make a payment, please mail to:**  
**California Trails Conference Foundation | PO Box 2945, Truckee, CA 96160**  
**Questions? Contact Sarah Green at [sarah@catrailsconference.org](mailto:sarah@catrailsconference.org) or 530-665-8090**