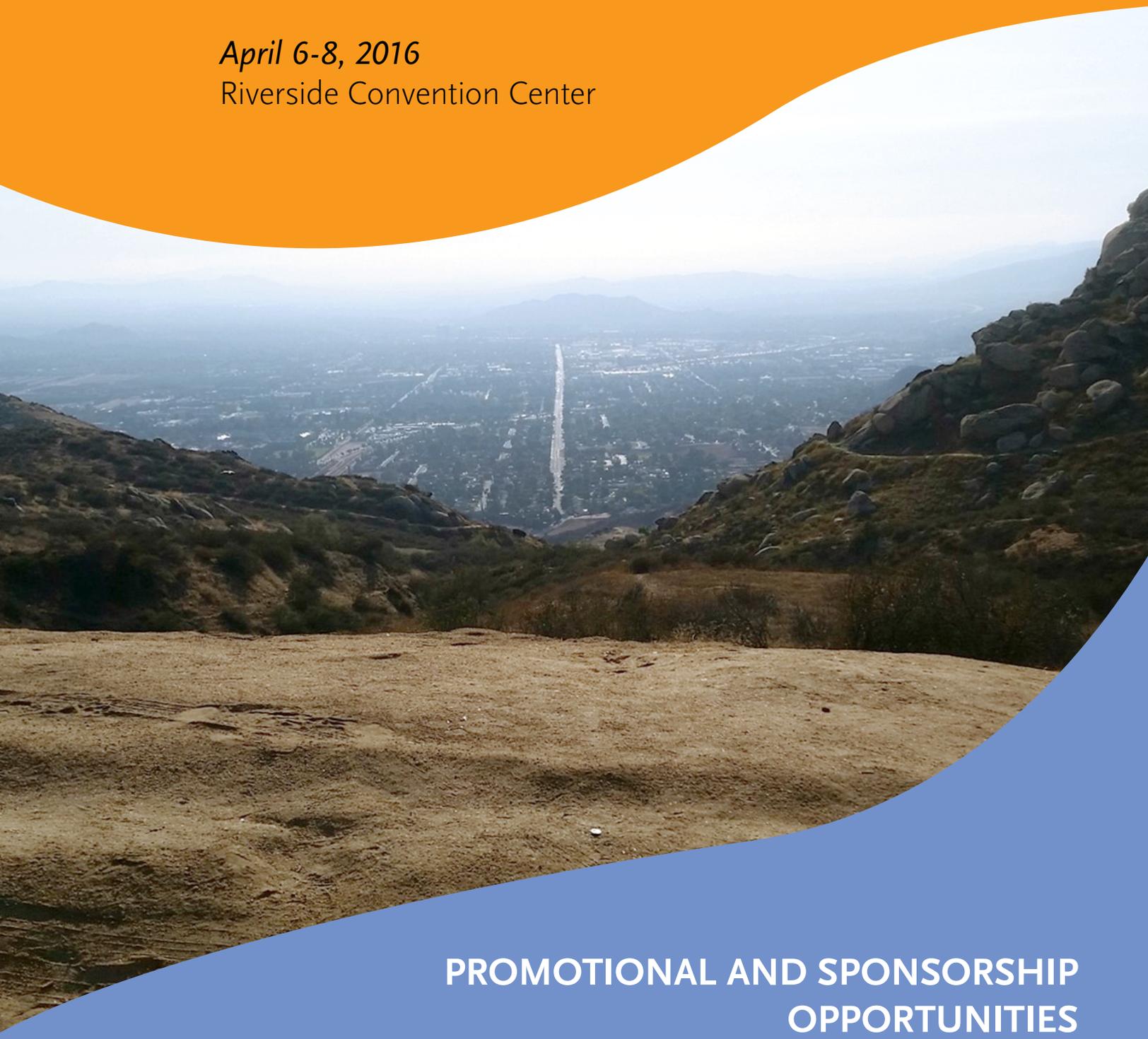




# CALIFORNIA TRAILS & GREENWAYS CONFERENCE

*April 6-8, 2016*

Riverside Convention Center



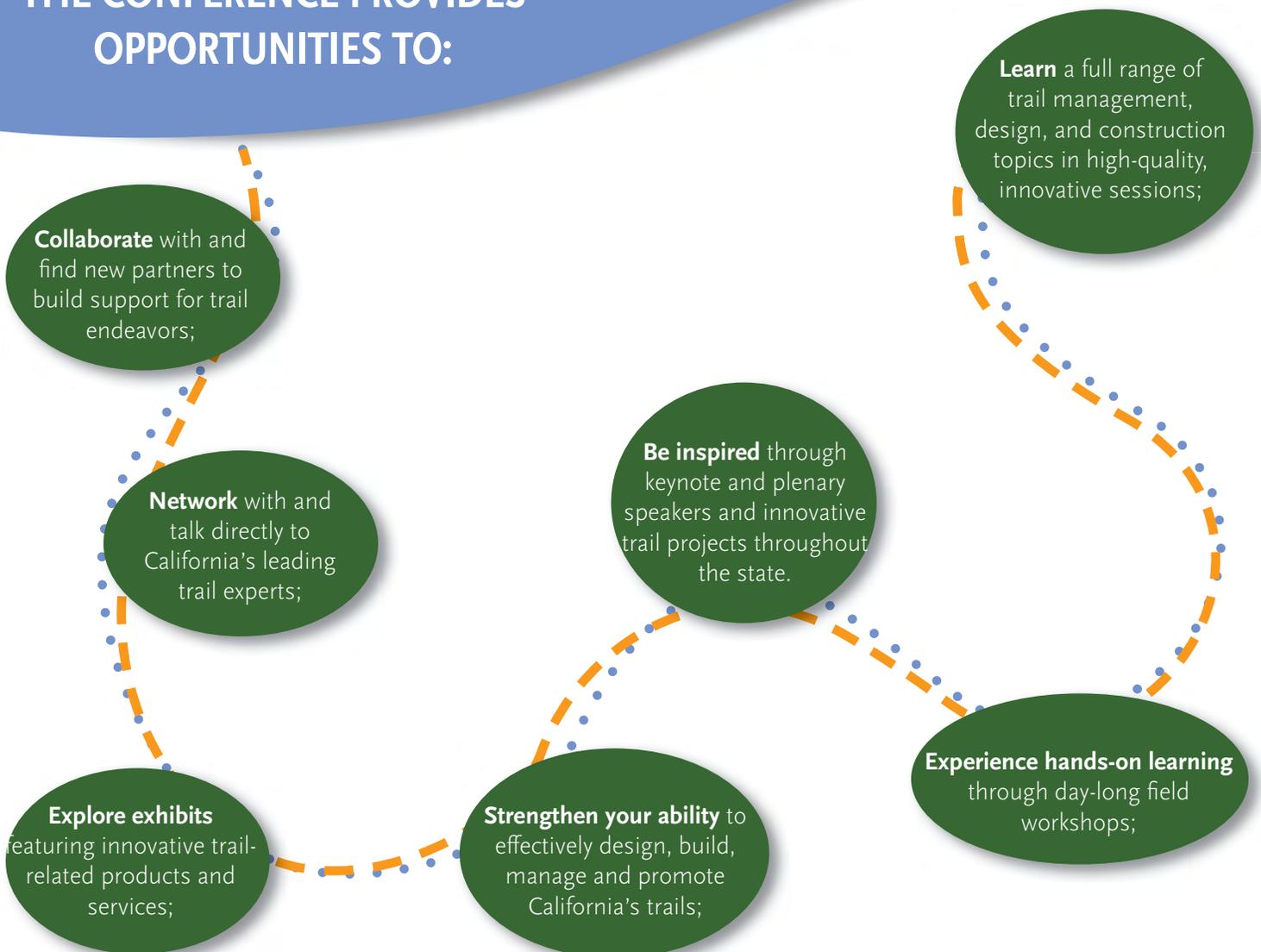
**PROMOTIONAL AND SPONSORSHIP  
OPPORTUNITIES**



## ABOUT THE CONFERENCE:

The 31st annual California Trails & Greenways Conference provides three days of high-quality education and networking opportunities for urban, rural and backcountry trail professionals. Join leading trail experts for training and discussions on the latest advances in trail design, construction, maintenance, interpretation, volunteerism and management. Explore new, collaborative opportunities and engage in productive, meaningful and inspiring dialog.

### THE CONFERENCE PROVIDES OPPORTUNITIES TO:



*All activities are designed to increase the knowledge of trail, recreation and wild land management to improve non-motorized, recreational and heritage trail systems and programs throughout California.*

*This endeavor by California State Parks and the (nonprofit) California Trails Conference Foundation helps ensure effective trail stewardship for generations to come.*

## SPONSORSHIP OPPORTUNITIES:

The California Trails & Greenways Conference is the only statewide, non-motorized trails conference in California, and we actively maintain a database of over 3,000 trail professionals and advocates. Our sponsorship packages maximize your ability to engage with these professionals and increase your visibility to trail professionals throughout California and beyond.

Sponsorships are tax-deductible contributions to the California Trails Conference Foundation that are applied directly to conference costs to help keep registration rates affordable.

All sponsors receive: Online listing on the conference website with direct links to your website (depending on sponsorship level); acknowledgement in the conference program; listing in our monthly e-newsletters; and an electronic post-conference attendee list.



### PLATINUM TRAIL SUPPORTER

**\$10,000+**

*Includes Golden Trail Package, plus:*

- Recognition as a Welcome Dinner, Award Dinner or Keynote Presentation sponsor;
- Main stage acknowledgement during dinner;
- Highly visible exhibit location;
- Inclusion of sponsor logo in press materials;
- Opportunity to provide promotional pieces in attendee goodie bags
- Two highlights in our monthly email newsletter (trail-related content provided by sponsor);
- Up to five social media posts on the conference Facebook page before the conference and one with a photo during the conference;
- Inclusion in conference's mobile app including three sponsor-specific "promoted posts", two "push notifications" and prime placement in the main menu;
- Four full conference registrations.



### GOLDEN TRAIL SUPPORTER

**\$5,000+**

*Includes Silver Trail Package, plus:*

- Recognition as a hospitality or plenary event sponsor;
- Preferred location for exhibit space;
- Up to three social media posts on the conference Facebook page before the conference and one with a photo during the conference;
- Main stage acknowledgement during a plenary presentation;
- Sponsor logo with live link to sponsor website, plus 30-word description in the "Featured Sponsors" section on the conference website;
- Inclusion in the conference's mobile app with two "promoted posts" and one "push notification";
- Three full conference registrations.



### SILVER TRAIL SUPPORTER

**\$2,500+**

*Includes Bronze Trail Package, plus:*

- Recognition as a breakfast, reception, or workshop sponsor
- Sponsor logo on select conference materials and website;
- One highlight in our monthly email newsletter (trail-related content provided by sponsor);
- Up to two social media posts on the conference Facebook page before the conference and one with a photo during the conference;
- Inclusion in the conference's mobile app and one "promoted post";
- Two full conference registrations.

## NEW THIS YEAR!

We will be using a custom app available for mobile devices and computers; a unique and mobile way to directly promote your company, products and services during and after the conference. Each sponsorship level offers a different level of visibility within this dynamic application.



### BRONZE TRAIL SUPPORTER

**\$1,000+**

*Includes Copper Trail Package, plus:*

- Upgraded exhibit space (6' x 2½' skirted table);
- Upgrade to logo placement on event signage;
- Recognition as sponsor of a concurrent educational session;
- One social media post on the conference Facebook page before the conference;
- One full conference registration.



### COPPER TRAIL SUPPORTER

**\$500+**

*Includes Brass Trail Package, plus:*

- Name included on event signage;
- Inclusion in conference's mobile app;
- Inclusion of sponsor collateral in attendee goodie bag.



### BRASS TRAIL SUPPORTER

**\$300+\***

- Shared exhibit space (half of a 6' x 2½' skirted table);
- Company/Organization name and link to website on the conference website.

*\*Package only available to non-profit 501(c)3 organizations with no paid staff*



## SPONSORSHIP CONTRACT:

Sponsor Name: \_\_\_\_\_

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

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

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

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

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-Profit with no paid staff only*

### SPONSORSHIP OPTIONS

**Yes, I want an exhibit space**

*Please complete and return the Exhibitor Contract on page 9.*

**I want to take advantage of the full registration(s) included\***

No exhibit space/table is needed

I would like to donate my registration(s) to a student scholarship recipient

*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 1, 2016 for inclusion in the conference program. Priority placement will be given to those that confirm prior to the deadline.***

### PAYMENT INFORMATION

#### Payment Method

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

**Please Invoice Me** *(made payable to California Trails Conference Foundation)*

**Credit Card** *(Visa, MasterCard, American Express, and Discover all accepted)*

#### Cardholder Information (For Credit Card Transactions)

Card # \_\_\_\_\_

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

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

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

Signature \_\_\_\_\_

## ADDITIONAL WAYS TO SUPPORT THE CONFERENCE:

- **DONATE** items or services for our raffle and/or silent auction. See pages 11 and 12 for details.
- Increase your exposure by **SPONSORING OUR NAME TAG LANYARDS** with your company logo.
- Sponsor the conference goodie bag and include your collateral materials inside.
- **ADVERTISE WITH PROMINENT PLACEMENT IN THE CONFERENCE PROGRAM**, distributed to all conference attendees. See page 11 for details.
- **SPONSOR THE CONFERENCE'S NEW MOBILE APP** and receive prominent placement within the application, which will be available to all registrants before, during and after the conference.
- **PROVIDE DESIGN SERVICES** for our marketing and conference items (Congratulations to Alta Planning & Design, our 2016 conference Design Team).
- **HOST ONE OF THE CONFERENCE'S MANY SOCIAL ACTIVITIES** and receive recognition at the event, in conference program materials, and on the event's mobile app. Available activity sponsorship opportunities include:
  - the keynote address on Wednesday
  - evening entertainment on Thursday
  - happy hour reception on Wednesday and Thursday
  - after-hours evening social on Wednesday and Thursday.
- **FUND A CONFERENCE REGISTRATION FOR A COLLEGE STUDENT** and support the next generation of trail professionals.



*In-kind sponsorship opportunities are also available, including printing, mailings, transportation, and merchandise (i.e. shirts, water bottles, other goodies with conference logo), etc.*

*Custom sponsorship opportunities and recognition packages are available. **Contact Emily with the California Trails Conference Foundation for more information.***

## EXHIBITOR OPPORTUNITIES:

The California Trails & Greenways Conference is a unique opportunity to exhibit your products and services to a niche market of trail professionals from local, state and federal agencies, conservation and nonprofit organizations, as well as community advocates for hiking, biking and horseback riding trails.

### BENEFITS OF EXHIBITING:

- Your organization will have the opportunity to **reach 350-400 conference attendees** who represent the decision makers and leaders 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 conference**, providing maximum exposure to conference attendees.
- **Maximize your exposure by including your collateral materials** in our conference goodie bags.
- Inclusion in our new custom app available for mobile devices and computers; a unique and mobile way to **directly promote your company, products and services during and after the conference.**

#### INSIDE FREE STANDING EXHIBIT

*(maximum length 10 feet)*

**\$350 for commercial exhibitors**  
**\$250 for non-profit exhibitors**

#### HALF EXHIBIT TABLE

*(3' x 2 1/2')*

**\$175 for commercial exhibitors**  
**\$125 for non-profit exhibitors**

#### STANDARD EXHIBIT TABLE

*(6' x 2 1/2')*

**\$350 for commercial exhibitors**  
**\$250 for non-profit exhibitors**

#### OUTSIDE EXHIBIT

*(Call for quote and availability)*



Consider upgrading from an exhibitor to a sponsor to receive additional benefits. Sponsors receive complimentary exhibit space to display their products and services, exposure on the conference website, materials, and mobile app, and depending on the sponsorship level, free conference registration.

# EXHIBITOR CONTRACT:

Exhibitor Name: \_\_\_\_\_

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

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

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

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

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

## EXHIBIT OPTIONS

*(All indoor exhibit spaces include electricity)*

### COMMERCIAL

**Free Standing Exhibit - \$350**  
*(maximum length 10 feet)*

**Half Table - \$175**  
*(shared)*

**Standard Exhibit Table- \$350**  
*(table size 6' x 2 1/2')*

**Outside Exhibit**  
*(call for quote and availability)*

### Non-profit or Agency

**Free Standing Exhibit - \$250**  
*(maximum length 10 feet)*

**Half Table - \$125**  
*(shared)*

**Standard Exhibit Table- \$250**  
*(table size 6' x 2 1/2')*

**Outside Exhibit**  
*(call for quote and availability)*

*For inclusion in the conference program, forms and payment **must be received by Tuesday, March 1, 2016.***

## PAYMENT INFORMATION

### Payment Method

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

**Please Invoice Me** *(made payable to California Trails Conference Foundation)*

**Credit Card** *(Visa, MasterCard, American Express, and Discover all accepted)*

### Cardholder Information (For Credit Card Transactions)

Card # \_\_\_\_\_

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

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

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

Signature \_\_\_\_\_



RIVERSIDE

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## ADVERTISING OPPORTUNITIES:

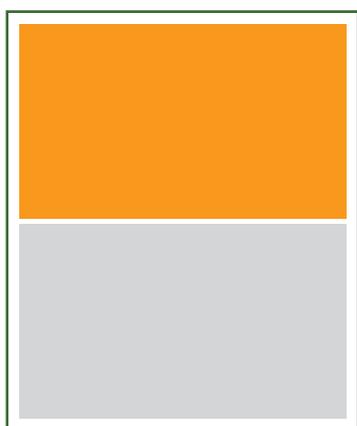
Purchase space in the conference program and help support the conference while marketing your products and services to hundreds of trail professionals.

**All advertising requests must be received by Tuesday, March 1, 2016. Confirm your space early for best placement.**

### HALF PAGE AD:

(7.5" x 4.875")

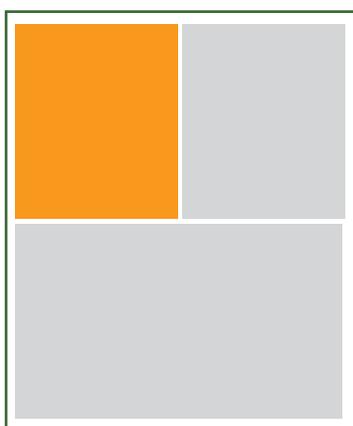
**\$500**



### QUARTER PAGE AD:

(3.625' x 4.875')

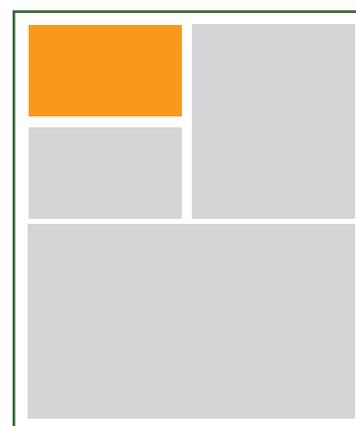
**\$300**



### BUSINESS CARD SIZE AD:

(3.5" x 2")

**\$100**



## DONATE TO THE RAFFLE AND SILENT AUCTION:

One of the more popular events at the conference is the raffle and silent auction. Every year, hundreds of attendees participate in this exciting shopping spree to support the conference. By donating your products and services to this event, you will get the greatest exposure among your best customers. All donors will be listed in the conference program and on donor recognition signage at the conference. Donors are also invited to provide collateral materials (425 pieces) for conference gift bags. Simply provide the collateral materials along with your donation.

**REMEMBER! ALL DONATIONS  
ARE TAX DEDUCTIBLE.**



# GIFT DONATION FORM

Business Name: \_\_\_\_\_

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

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

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

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

## DESCRIPTION OF DONATED ITEM:

VALUE: \_\_\_\_\_

## PREFERRED USE:

Raffle Item

Silent Auction Item

## DELIVERY METHOD:

I will deliver the item to the Conference Registration Desk **on April 6th**

I will ship the item to California State Parks **at the address below by March 25th**

Raffle and auction items ***must be received by Friday, March 25th***, at the address below, or may be delivered to the Conference Registration Desk at the Riverside Convention Center on ***Tuesday, April 5th, and Wednesday, April 6th, ONLY***.

Collateral materials (425 pieces total) that you wish to include in the conference gift bag ***must be received at the address below no later than Friday, March 25th***.

**Alexandra Stehl**  
**California Trails and Greenways Conference**  
**704 O Street, Sacramento, CA 95814**  
**916.324.0322**

## CONTACT INFORMATION:

*For questions about sponsorship, exhibiting, advertising or donations, contact:*

**Emily Williams**

Executive Director, Conference Co-Chair  
California Trails Conference Foundation  
530.562.7224  
[emily@catrailsconference.org](mailto:emily@catrailsconference.org)

**California Trails Conference Foundation**

PO Box 3253  
Truckee, CA 96160  
(530) 562-7224  
[emily@catrailsconference.org](mailto:emily@catrailsconference.org)  
[www.californiatrailsconference.org](http://www.californiatrailsconference.org)

The California Trails Conference Foundation is a 501(c)3 nonprofit organization founded in 1995. The Foundation works in partnership with the California Department of Parks and Recreation to offer the annual California Trails & Greenways Conference.

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](http://www.californiatrailsconference.org).

