

SPONSORSHIP OPPORTUNITIES



PRESENTS THE 14th WASHINGTON STATE TRAILS CONFERENCE

Conference Theme: *Moving Trails Forward*

October 3 - 5, 2024



Wenatchee Convention Center
121 N Wenatchee Ave.
Wenatchee, Washington 98801
T: (509) 662-4411
<https://wenatcheeconventioncenter.com>

ABOUT WASHINGTON STATE TRAILS COALITION

Founded in 1999, Washington State Trails Coalition is a 501(c)(3) nonprofit with a mission to provide an effective and interactive forum centering on protecting, promoting, and enhancing trails statewide. The primary focus of WSTC is a biennial statewide trails conference and an off-year caucus.

The WSTC 2024 conference, **“Moving Trails Forward”**, continues the tradition of bringing together diverse stakeholders to address the challenges and opportunities facing trails today.

ABOUT THE TRAILS CONFERENCE

WSTC expects over 250 attendees representing recreational and transportation trails of all kinds: from urban to backcountry, for recreation and transportation, motorized and non-motorized, and on land, snow or water.

Users: Hikers, joggers, bicyclers, ATV riders, mountain bikers, walkers, equestrians, snowmobilers, commuters, dirt bikers, canoeists and kayakers, dog team mushers, cross country skiers.

Agencies and organizations: National Park Service, U.S. Forest Service, Washington State Parks, Washington Dept. of Natural Resources, tribal governments, county and city parks departments, and nonprofit and community-based organizations.

Corporations: Design and engineering companies, landscape architects, construction companies, health care, and outdoor gear industries.

Emerging Leaders: College students and trail crew members between the ages of 18 and 25.

Conference program: Featuring over 30 breakout sessions, outdoor field sessions, and an exciting keynote speaker. **“Moving Trails Forward”** conference sessions focus on **three themed tracks:**

1. **Building Sustainable Trails for the Future:** *Inspired by the Forest Service definition of sustainable trails, sessions will focus on the envisioning of a trail through tribal engagement, multi-year planning processes, and creative funding solutions – to the partnerships, contracting, technology, and construction techniques needed to create and maintain the physical trail for decades to come. Classroom and field session proposals are welcome.*
2. **Envisioning Trails for All Users:** *As we look toward the future, the demographics of trail users are changing, and we need new approaches to meeting their needs. Sessions will explore: how research into user expectations and behaviors can inform trail management; how trail design and management can protect natural resources and reduce conflicts between different types of users.*
3. **Educating and Empowering Tomorrow's Trailblazers:** *Exploring innovative ways to engage and support new hikers, bikers, equestrians, and motorized users of every age. Sessions should highlight impactful mentorship and training programs that foster future careers in the outdoor recreation field as well as ambassador programs, community groups, and marketing strategies designed to inspire and educate new trail users.*

Bonus Trails Spotlight: *Showcasing trails that provide unique values and experiences for the public or that offer significant learning opportunities.*

WSTC Trails Awards Reception: An offsite evening of socializing on Friday, Oct. 4. Activities will include presenting the 4th Washington Trails Awards in the categories of: Lifetime Service Award; Trail Leader Award; Emerging Leader Award; and Outstanding Trail Award.

Exhibitor Opportunities:

1. Social Events Thursday and Friday evening
2. Registration times Friday and Saturday morning
3. Break times, morning and afternoon
4. Before and after meals and sessions

2024 TRAILS CONFERENCE SPONSORSHIP LEVELS & BENEFITS

Conference Sponsor Benefits	\$5000+	\$3500+	\$2500+	\$1000+
"Presenting" sponsor of Washington Trails Awards including participation in awards ceremony at Trails Awards reception	X			
Corporate signage and display in Convention Center lobby entrance or other prime selected areas in lobby	X			
Corporate signage in Convention Center lobby other than at entrance		X	X	
Conference opening address: corporate or personal recognition acknowledged with Introduction and "Thank You"	X	X	X	
Opportunity to speak during opening address	X			
Premium banquet table seating for corporate and/or personal guests	X	X		
Display table: brochures, handouts in exhibitor area: Placement based on sponsorship level	X	X	X	X
Complimentary registration(s)	4	3	2	1
Corporate logo on WSTC program; prominence and placement based on sponsorship level	X	X	X	X
Corporate logo on WSTC website: prominence and placement based on sponsorship level	X	X	X	X
Recognition in WSTC pre-conference emails	X	X	X	X
Complimentary tickets to the Trail Awards Reception Oct. 4	X	X	X	X

Organization-Firm Name _____

Contact Person _____

Street _____

City – State – ZIP _____

Phone Number _____

E-mail address _____

Sponsor Level: \$5,000+ ___ \$3,500+ ___ \$2,500+ ___ \$1,000+ ___ other _____

WSTC is a 501(c)(3) nonprofit organization. All donations are tax-deductible to the extent permitted by law. Tax ID: 91-1973937.

Make checks payable to: WSTC

Mail form and check to: WSTC, PO Box 1759, Kingston, WA 98346

Contact: Lisa Black, President – president@watrails.org

www.watrails.org



Washington State Trails Conference

Moving Trails Forward

October 3 - 5, 2024

2024 Trails Awards Reception Sponsorship

Wenatchee's Host Committee for the conference, made up of representatives from local recreation and conservation organizations, is seeking local sponsors for the 4th WSTC Trails Awards Reception on October 4. This reception will be an opportunity to highlight Douglas County's organizations and vendors, and will include an awards ceremony presented by the Washington State Trails Coalition, and we're inviting you to be a part of it.

Reception Sponsor Benefits	\$750+	\$500	\$250
Conference registration discount: 50%	1	1	
Complimentary guest pass to Trails Awards reception	4	2	1
Corporate logo on WSTC program as reception sponsor: prominence and placement based on sponsorship level.	X	X	
Corporate logo on WSTC website as reception sponsor	X	X	X
Corporate Logo on Trails Awards reception posters, marketing materials: prominence and placement based on sponsorship level.	X	X	
Display table for brochures, handouts in reception facility (does not include convention facility): placement based on sponsorship level.	X	X	X
Corporate signage and display at the Trails Award reception	X	X	X

Organization-Firm Name _____

Contact Person _____

Street _____

City – State – ZIP _____

Phone Number _____

E-mail address _____

Sponsor Level: \$750 ___ \$500 ___ \$250 ___ other _____

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