ADVERTISING & SPONSOR OPPORTUNITIES

More - Better - Trails

www.americantrails.org
American Trails’ Goals

- Better Partnerships
- Reliable Funding
- Robust Workforce
- Access to Trails for All
- Better Research
- Trained Volunteers
The American Trails Website is growing rapidly to become the go-to website for trail professionals, volunteers, stewards, and the industry that they support. In 2018, the American Trails Website had more than 1.5 million unique visitors, and over 11 million pages viewed. We saw a 55% increase in web traffic between 2017 and 2018. In 2019, we are taking a proactive role in curating the enormous content on our website and working with the most important thought leaders in the trails industry to provide the highest-quality content to fill in the gaps. Currently, 65% of all American Trails web traffic is directed toward our Resource Library pages.

Sponsorship of American Trails means your company is directly reaching the people who are responsible for change and growth in the outdoor industry. In a very real way, trails ARE the outdoor industry. Backpackers, cyclists, camping enthusiasts, kayakers, ATV riders, equestrians, mountain climbers, and every other person who buys and uses outdoor equipment is a trail user; and the leaders of each of those industries are the ones who subscribe to, work with, and count on American Trails.

Here is an overview of the potential advertising and sponsorship opportunities:

### ADVERTISING

**Business Directory**
- Top listing, banner, and sidebar ads in topics, categories, or tag words related to your business.

**Website**
- Core Website banner and sidebar advertisements on all non-resource library website pages.

**Paid Content Article**
- Write a feature length article or upload a video on any topic highlighting the thought leadership, value, and benefits of your company.

**E-newsletter**
- Monthly e-newsletter to over 18,000 individuals and organizations across the world.

### SPONSORSHIP

**International Trails Symposium**
- Network with your local, national, and international trails community and maximize your visibility.
- Exhibitor, vendor, and sponsorship opportunities for all budgets.

**Advancing Trails Webinar Series**
- Host will read a 30 second script/ad at the beginning of the webinar.
- Logo recognition at the beginning and end of the webinar, on the main webinar webpage, and in a follow up email sent to attendees.
- Logo link on promotional emails sent out for the webinar.
- Likely reach of 600-900 trail professionals on webinars that are free to the public through your support.
Become a Business Directory Advertiser

American Trails is dedicating time, resources, and energy to filling in our Business Directory with a robust listing of trail-related services and equipment suppliers from around the world. Our hope is that this effort will make the Business Directory a more useful tool to trail professionals and enthusiasts across the nation, thereby making this section of the website even more popular.
COST PER YEAR = $495
While all quality trail suppliers and services will be listed, become a Premium Business Directory Advertiser to take advantage of:

**Your listing at the top of your competitor’s listings**
Whenever a person searches topics, categories, or tag words related to your business. Each listing includes contact info, description of company and services offered, photos, and logo.

**Sidebar and banner ad placement on resource articles***
Placement on any of our more than 1,800 resource pages that match your company’s topics, categories, or tag words.
Horizontal Banner Ad Size = 822 pixels wide x 180 pixels high
Vertical Sidebar Ad Size = 160 pixels wide x 400 pixels high

**Opportunity for Paid Content Article ($500 each) (great for a new advertiser!)**
Once per year, any existing Business Directory Advertiser may write a feature length article or upload a video on any topic highlighting the thought leadership, value, and benefits of your company. You will work with our Communication and Media Specialist to ensure the article is of the best quality and to ensure that it serves good educational purposes for the trails community. This content will be listed at the top of searches that include your categories and tags, and will be highlighted in our homepage online magazine and in our e-newsletter. We will also be transparent that this is paid content by being listed as “Sponsored Content.”

**Click-through tracking reports**
Reports provided quarterly to advertisers on the reach of all advertising platforms.

*Animated graphics are not accepted at this time, please only send static images.
The American Trails Website is growing rapidly to become the go-to website for trail professionals, volunteers, stewards, and the industry that they support. In 2018, the American Trails Website had more than 3 million unique visitors (the homepage received 6% of total page visitation), and over 11 million pages viewed. We saw a 55% increase in web traffic between 2017 and 2018.

American Trails is also dedicating time, resources, and energy to filling in our Business Directory with a robust listing of trail-related services and equipment suppliers from around the world. Our hope is that this effort will make the Business Directory a more useful tool to trail professionals and enthusiasts across the nation, thereby making this section of the website even more popular.
American Trails sends out a monthly e-newsletter to our mailing list of 18,000+ individuals and organizations across the world. Your ad would appear as a banner ad on each newsletter. This ad would link to your Business Directory listing or a custom page showing your thought leadership in the trails industry.

**COST PER YEAR = $200 per issue [monthly] or $2,000 per year [12 issues]**

We will provide you a list of upcoming featured articles on the newsletter so that you may choose the issues (months) that most closely align with your company.

**18,000+ mailing list and growing**

Our e-newsletters are read by trail industry leaders across the world. Highly qualified professionals in the trails, health, and conservation industries, as well as foundations (and other funding entities) and public agencies rely on our monthly newsletter and website as the leading national resource for the rapidly growing trails movement and industry.

Each issue averages 18-22% open rates, with 23-27% click through rates. This means your advertisement will be seen by thousands and clicked on by many decision-making professionals in each issue.

**Sidebar and banner ad placement on one or more monthly issues***

Horizontal format banner ads: 822 pixels wide x 180 pixels high
Vertical format sidebar ads: 160 pixels wide x 400 pixels high

**Click-through tracking reports**

Reports provided quarterly to advertisers on the reach of all advertising platforms.

*Animated graphics are not accepted at this time, please only send static images.
REALIZE THE VALUE OF TRAILS
**EVENT SPONSORSHIP**

Sponsoring one of American Trails’ premier educational opportunities might be a great way to position your company as a thought leader in the emerging trail industry, and will put your company and its products immediately in front of the trail professionals that make the buying decisions in communities, counties, States, and on our Federal lands.

**INTERNATIONAL TRAILS SYMPOSIUM (ITS) AND TRAINING INSTITUTE**

Join our many sponsors and exhibitors in networking with your local, nationwide, and international trails community and maximize your visibility and message at the International Trails Symposium and Training Institute. This is the premier opportunity to display your state-of-the-art products and services, provide demonstrations, show off your projects and programs, and talk with the decision makers in your target market. We offer a nationally known exhibition facility focused on maximizing vendor contacts.

**ADVANCING TRAILS WEBINAR SERIES**

American Trails brings agencies, trailbuilders, advocates, and volunteers the latest in state-of-the-art information on all aspects of trails and greenways. Our monthly webinars focus on very specific trail topics and usually include one to three presenters skilled on the topic. Each webinar is recorded and offers closed captioning in 100+ languages and learning credits via APA, ASLA, and NRPA.

**ITS/NORC CONFERENCE**

*Reno/Tahoe, NV (May 10-12, 2021)*

- Core Conference at the Nugget Resort Convention Center
- We will partner with the [Society of Outdoor Recreation Professionals](https://www.sorp.org) (SORP) who will hold their National Outdoor Recreation Conference (NORC) in conjunction with ITS
- [PTBA Sustainable Trails Workshops](https://www.americantrails.org) at parks/trails throughout the Reno/Tahoe area
- Mobile Workshops in Lake Tahoe and throughout the greater Reno/Tahoe region

The International Trails Symposium is attended by:

- 800-900 paid attendees (+150 local volunteers)
- 30-40% of attendees are from the host state
- 60% of attendees are Federal, State, and Local agency staff
- 40% of attendees are from private sector organizations, companies, and individuals

**WEBINARS**

The Advancing Trails Webinar Series opportunities include:

- Host will read a 30 second script/ad at the beginning of the webinar.
- Logo recognition at the beginning and end of the webinar, on the main webinar webpage, and in a follow up email sent to attendees.
- Logo and link on promotional emails sent out for the webinar.
- Sponsorship will ensure this webinar is free to the public (likely attendance 600-900 trail professionals).

American Trails is a certified provider of the following learning credits and continuing education opportunities:

- Landscape Architecture Continuing Education System
- American Institute of Certified Planners Continuing Maintenance
- National Recreation and Park Association CEU equivalency petition

Learning credits are included in the registration fee.
### ITS SPONSORSHIP OPPORTUNITIES

*Your sponsorship makes a difference.*

Here is how you can join this collaboration as an ITS partner:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Founding Sponsor $20,000</th>
<th>Official Sponsor $10,000</th>
<th>Supporter $2,500</th>
<th>Exhibitor ** $1,000</th>
<th>Table Exhibit $400</th>
<th>Friend $100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title ITS Sponsor &amp; Annual AT Sponsor</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Local Event Partnership</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Opportunity to Speak at ITS</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Prime Booth Placement at ITS Expo</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Exclusive Sponsorship of Any Plenary Event</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Recognition in Radio Ads and Press Releases</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Larger Size Logo on All Promotions</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Banner Ad in Mobile App</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Exclusive Sponsorship of One Break</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Sponsor an Emerging Trail Leader Scholarship</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Banners at Selected Events</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>10 x 10 Booth in ITS Expo</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>6 ft Table in ITS Expo</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Link on ITS Website</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Facebook and Email Blasting</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
<td>🍃</td>
</tr>
<tr>
<td>Complimentary Registrations</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**30% Nonprofit Discount**
COST PER WEBINAR = $250 partner level or $3,000 public sponsor

$250 level of sponsorship provides your logo and acknowledgement as a partner in supporting this webinar. This level allows unlimited attendance for your employees. We will provide your logo recognition on webinar promotion at the beginning and end of the webinar; on the main webinar webpage, and in a follow up email sent to attendees.

Sponsorship at the $3,000 level allows the webinar to be free to the public and your company is listed as the lead sponsor of the webinar. At this level, the host will read a 30 second script/ad at the beginning of the webinar. Sponsorship will ensure this webinar is free to the public (likely attendance 600-900 trail professionals).

18,000+ mailing list and growing

We send 2 webinar-specific email blasts for each webinar (2 weeks in advance and 2 days in advance) as well as include in that month’s e-newsletter (or prior month’s depending on the date of the webinar).

Click-through tracking reports

Reports provided quarterly to advertisers on the reach of all advertising platforms.
WHAT DOES A SPONSORSHIP MEAN FOR YOU?

LOGO ON PROMOTIONAL MATERIALS
We run ads in numerous publications, including posters, handbills, tables tents, and fliers

EVENT ACTIVATION SHOUT-OUTS
We thank our sponsors at all of our events

FACEBOOK AND EMAIL BLASTING
Over 1,000,000 impressions country-wide

YOUR LOGO AND/OR LINK ON WEBSITES
Over 120,000 views and 15,000 unique visitors per month

EVENT ACTIVATION BANNERS
Your banners placed at event activation sites and viewed by hundreds of attendees (ITS-specific)

RECOGNITION ON RADIO AND PRINT
Radio spots and ads placed in local community (ITS-specific)

CONSUMER ENGAGEMENT AND ACTIVATION POTENTIAL
Connect with thousands of potential customers

DIGITAL PROMOTIONS
Creative new media campaigns that target your potential and existing customers

PRESS RELEASES
Placement in organizational and federal agency press releases that will reach thousands of media agencies internationally
If you become a sponsor of an American Trails event, you will play a prominent role in elevating the importance of trails across the country.

There is nothing more fundamentally American than trails. Trails connect us to our history. Today you can follow in the steps of our founding fathers on the Freedom Trail in Boston, you can bike the path of the Underground Railroad on the 2,000 mile long Underground Railroad Bicycle Path that goes from Alabama to Ontario, or paddle the same water Lewis and Clark did on the Lewis and Clark Columbia River Water Trail. Trails improve health; they improve the economy, they create tourism opportunities, but more than anything, they inspire people. It’s why in 1873 John Muir said in a letter to his sister, “The mountains are calling and I must go” and his quote is still making its way in many outlets to this day. Simply put, in more ways than one, trails move people.

**EMAIL BLASTS**
Effective messaging and promotion of all American Trails events, fundraising, or education opportunities, and their associated marketing distributed through monthly email campaigns.

**EVENT EXPOSURE**
Your support of the American Trails Events will give your company preferred exposure and access at all events hosted by American Trails and our organizational partners.

**PRESS RELEASES**
Placement in press releases announcing the International Trails Symposium, associated events, and thanking sponsors. Distribution list of over 5,000 locally-based, national, and international media outlets.
PUBLIC RELATIONS OPPORTUNITIES

Number of people that participate in the International Trails Symposium including attendees, volunteers, exhibitors, and speakers, 30-40% of which are local attendees,

900

Number of people that participate in the Advancing Trails Webinar Series each year including the leadership and decision-makers from across the trails industry,

1,700

Collective outreach of American Trails and our trail industry partners through email blasts, social media, press releases, and media buys.

250 K

The number of visits to the American Trails website each year. This resource is one of the best databases of trail-related information in the world.

1.5 M

Discounts Available

10% off for NEW advertisers
10% off multiple ad/sponsorship packages
10% off multiple year ad/sponsorship contracts
10-15% off for members (Trail Supporters save 10% and Trail Stewards save 15%)
WHERE WOULD WE BE WITHOUT TRAILS?
BECOME A PARTNER
ADVERTISING
Charge Authorization Form

Date _____________

Organization _____________________________________________

Contact Name ____________________________________________

Billing Address ____________________________________________

City _____________________ St/Prov _______ Zip/Postal Code ______

Ph _______________________________________________________

Email ____________________________________________________

Select All That Apply:

☐ Online Business Directory ($495) ☐ Paid Content Article* ($500)
☐ e-Newsletter – One Issue ($200) ☐ e-Newsletter – One Year ($2,000)
☐ Webinar – Co-Sponsor ($250) ☐ Webinar – Main Sponsor ($3,000)
☐ Website – Non-Exclusive ($2,500) ☐ Website – Exclusive ($3,000)

Description: (i.e. month of e-Newsletter or webinar of interest; incl. invoice # if applicable)

__________________________________________________________

Membership (save 10-15%): ☐ Trail Supporter ($150) ☐ Trail Steward ($250)

Discounts: ☐ Trail Supporter Member (10%) or ☐ Trail Steward (15%)

☐ New Advertiser (10%)
☐ Multiple Ad/Sponsorship Packages (10%)
☐ Multiple Year Ad/Sponsorship Contracts (10%)
☐ ITS Exhibitor (10%)

Amount: $ ______________ – _____% (total discounts) = $ ______________

Payment: ☐ Check ☐ Credit Card (fill out info below) ☐ PayPal (will email invoice)

(authorized card types accepted)

Authorized Credit Card ☐ Visa ☐ MasterCard

Card # ______________________________________________________

Expiration Date ______________________ Security Code _____________

Name on Card (Please Print) __________________ Signature __________________