



# 2024 EVENTS

## ONE SPONSORSHIP. ALL EVENTS. ALL YEAR LONG!

**We have a GREAT opportunity for you** to connect with trail users, trail builders, and parks and recreation departments from across West Michigan by sponsoring 2024 West Michigan Trails' events. **Our annual events draw more than 1,000 diverse attendees whose passion is trails**, while our social media, newsletter, and Michigan Trails magazine reach thousands more. **You'll not only be reaching**

**the users of the trails, but the decision-makers from local, regional, and state agencies.** Founded in 2005, West Michigan Trails & Greenways Coalition (West Michigan Trails) is dedicated to being the voice of the regional trail network of West Michigan. We strive to connect people, trails, and communities to build a world-class trail system in West Michigan.

**We hope you'll join us!**

### THE EVENTS

#### TRAILS SUMMITS

These spring and fall events bring together trail managers, municipal & state leaders, trail builders, and trail enthusiasts to share, learn, and network. This 3-hour event includes a state of the trails presentation, guest speakers, and breakout sessions. There are also opportunities to have a booth about your organization as well as speaking opportunities.

#### TRAIL MIXER

This late spring, Happy Hour event is our premier fundraising event. It's an opportunity to bring together our current donors as well as reach out to new donors. We provide appetizers and drinks while sharing our mission, vision, and success stories.

#### VIDEO

Each year West Michigan Trails produces a promotional video highlighting our mission, vision, and projects. Our premier sponsors have the opportunity to have their logo on the video with a special thanks.





# 2024 SPONSORSHIP OPPORTUNITIES

Your partnership can move us even closer to a world-class trail system to be enjoyed for generations to come. Please review the attached set of packages or contact us to tailor a package to fit your organization.

SPONSOR BENEFITS	PRESENTING SPONSOR \$10,000	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,000	BRONZE SPONSOR \$500
Company logo & website link OR Listing on WMT website's sponsorship page year-round	LOGO & LINK	LOGO	LISTING	LISTING	LISTING
One group thank you on social media before each event	✓	✓	✓	✓	✓
Mention in event press release	✓	✓	✓	✓	✓
Logo/Name in newsletter	LOGO	LOGO	NAME	NAME	NAME
Video	LOGO	LOGO	NAME	NAME	
Social Media Highlight	✓	✓	✓	✓	
Logo and tag before each event on social media	✓	✓	✓		
Engagement opportunities	2	1			
Article in newsletter	✓				
Personal story on social media before each major event	✓				

## ENGAGEMENT OPPORTUNITIES

- Guided trail walk or ride
- Private tour of ongoing projects
- Lunch and Learn: We bring a topic to you!
- Make a Difference Day: Max of 12 volunteers
- A customized volunteer experience for your group

## FOR MORE INFORMATION:

Contact Jennifer at 616-262-5889  
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