



WEST MICHIGAN
TRAILS

2025 Events

One Sponsorship. All Events. All Year Long!

Connect Where It Matters

At West Michigan Trails, we believe extraordinary partnerships form on the paths we share together. Our trail network doesn't just connect neighborhoods—it connects businesses like yours with the people who make our trails thrive.

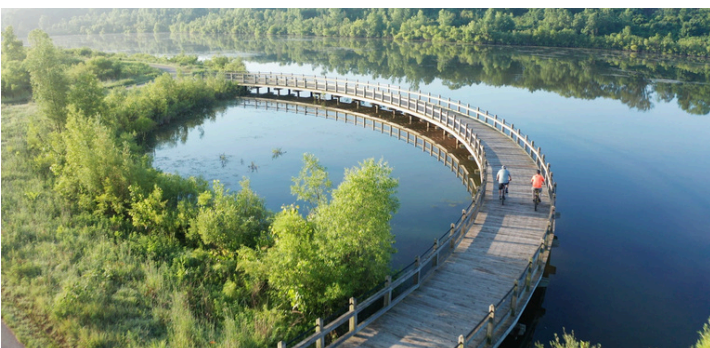
Your opportunity awaits to reach trail enthusiasts, builders, and parks and recreation leaders across West Michigan through our 2025 event sponsorships.

Our annual gatherings attract over 1,000 diverse trail advocates, while our social media, newsletters, and Michigan Trails magazine extend your reach to thousands more. You'll connect with both everyday trail users and key decision-makers from local, regional, and state agencies.

Since 2005, West Michigan Trails has been the voice of our regional trail network, strengthening the bonds between people, businesses, and communities.

By partnering with us, you're building pathways where community flourishes and local economies thrive.

Let's blaze a new trail together!



The Events

Trail Summits

Our spring and fall Trail Summits unite over 100 trail managers, government officials, builders, and enthusiasts for three hours of sharing and networking. Features include our State of the Trails presentation, guest speakers, and focused breakouts.

Partners gain visibility through dedicated booths and speaking opportunities, connecting your brand with the decision-makers shaping West Michigan's trail future.

Trail Mixer

Our May-June Happy Hour series brings together current and potential donors for three premier fundraising events. Guests enjoy appetizers and drinks while discovering the impact of our trail network through engaging success stories.

Partners gain unique visibility with dedicated trail supporters in a relaxed social setting where community connections flourish naturally.

Custom Trail Connections

Create your perfect partnership with a tailored event that serves both your brand and our trails. We'll collaborate on everything from themed trail experiences to exclusive gatherings that connect your audience with West Michigan's vibrant trail community.

Your custom event leverages our established network while supporting the pathways that strengthen our region's connections, giving your brand meaningful visibility where community naturally thrives.



2025 Sponsorship Opportunities

Your partnership strengthens the trails where communities bond and local economies thrive. Together, we'll create pathways that bring West Michigan closer—today and for generations to come.

Review our opportunities below, or let's design a custom partnership that reflects your unique connection to our trail network.

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 or Jennifer@wmtrails.org

West Michigan Trails
1345 Monroe Ave NW Suite 244
Grand Rapids, MI 49505