



WEST MICHIGAN
TRAILS

On the Right Path 2026 Events

Meet us on the right path towards a more connected West Michigan!

Connecting Where It Matters

At West Michigan Trails, we believe extraordinary partnerships form on the paths we travel together. Our trail network doesn't just connect neighborhoods—it connects businesses like yours with the people who keep our communities moving forward on the right path.

Through our 2026 sponsorship opportunities, your organization can step onto the right path with us, reaching trail enthusiasts, builders, and parks and recreation leaders across West Michigan.

Our annual gatherings attract over a thousand diverse trail advocates, while our social media and newsletters 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 guided our regional trail network, strengthening the bonds between people, businesses, and communities.

By partnering with us, you're building pathways where community flourishes, local economies thrive, and everyone travels on the right path forward.

Let's stay on the path - together!



The Events

Trail Summits

Our spring and fall Trail Summits unite hundreds of trail managers, government officials, builders, and enthusiasts for three hours of sharing, collaborating, and connecting.

Features include our State of the Trails presentation, inspiring speakers, and focused breakout sessions. Partners join us on the right path, gaining visibility through dedicated booths and speaking opportunities, that connect your brand with leaders shaping West Michigan's trail future.

Trail Mixer

Our Trail Mixer Happy Hour series brings together trail enthusiasts for premier fundraising events. Guests enjoy appetizers, drinks, and conversation while discovering the impact of our trail network through engaging success stories and interactive feedback stations.

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

Trail Meet-Ups

These trail meetups give you the opportunity to connect with trail users where they are—out on the paths that bring our communities together. Attendees hear about the projects happening across the region before going on a walk, ride, or run along the trail.

Each event leverages our established network while supporting the pathways that connect West Michigan's communities. Your brand gains meaningful visibility where these communities thrive—on the trails themselves.

Donor Appreciation Event

Our donors are the heart of West Michigan Trails, keeping us on the right path. This annual event celebrates their impact and deepens those connections through recognition and stewardship. Sponsors share the spotlight with our donors, gaining visibility among our most committed trail champions.



2026 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 all of our opportunities, including the ones 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 OR Listing on WMT website & event banners 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
Promotional Video shared on website & at events	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	✓				



Corporate 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



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2026 Sponsorship Opportunities

16 Trail Meet-Ups		Presenting Sponsor \$2,500	Co-Host Sponsor- One each \$150	5 Trail Mixers		Presenting Sponsor \$2,500
Company logo on website	Logo	Logo	Name	Company logo on website	✓	
Recognition on event signs	Logo	Logo	✓	Recognition on socials, website and newsletter	✓	
Social media highlight	✓	✓	✓	One thank you on social media before each event	✓	
Logo and name recognition in newsletters	Logo	Logo	✓	Title recognition at event "Presented by..."	✓	
Mention in event press release	✓	✓		Mention in event press release	✓	
One thank you on social media before each event	✓	✓		Recognition on signage and invitations	✓	
Logo and tag on social media before each event	✓	✓		Social media highlight	✓	
Video	Name	Name		Video	Name	
Speaking opportunity at event	✓	✓		Speaking opportunity at event	✓	
Trail Summits		Presenting Sponsor \$500	Supporting Sponsor \$250	Donor Appreciation		Presenting Sponsor \$5,000
Logo and name recognition in newsletters	Logo	Logo	Name	Company logo on website	✓	
Logo and tag on social media before each event	Logo	Logo	Name	Title recognition on invitations	Logo	
Speaking opportunity at event	✓	✓		Recognition on socials, website and newsletter	✓	
Designated booth at event	✓	✓		Video	Logo	
Listing on website as sponsor	✓	✓		Speaking opportunity at event	✓	
				Mention in event press release	✓	





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Sponsor Name: _____

Contact Person: _____

Phone (____) ____ - _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

SPONSORSHIP LEVELS

Please select your sponsorship level:

- Presenting Sponsor:** \$10,000. The lead sponsor for all our events. The most wide-reaching recognition at every level, including two engagement opportunities.
- Platinum Sponsor:** \$5,000. A lead sponsor for all our events. Benefits include a wide-reaching logo advertisement, including one engagement opportunity.
- Gold:** \$2,500. Our middle-tier sponsorship level.
- Silver:** \$1,000. Our standard sponsorship level.
- Bronze:** \$500. Our entry-level sponsorship.

EVENT SPONSORSHIP

- Donor Appreciation: Presenting Sponsor \$5,000
- Trail Mixers: Presenting \$2,500
- Trail Meet-Ups: Presenting \$2,500 Co-Host \$150
- Trail Summits: Presenting \$500 Supporting Sponsor \$250

SPONSORSHIP PAYMENT

I want to pay by:

- Check: Enclosed, payable to WMTGC Please invoice me
- Credit/debit card: Select card type
 - MasterCard Visa Discover American Express

Name on Card: _____

Card Number: _____ Expiration Date: ____/____

3-Digit Security Code: _____ Zip Code: _____

Please complete this form and return with payment. Email jennifer@wmtrails.org or mail to
1345 Monroe Ave NW, Suite 244, Grand Rapids, MI 49505