

Find Your Way!

WEST MICHIGAN TRAILS

2027

Sponsorship Opportunities
wmtrails.org

Contact

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Support the Trails
WMTRAILS.ORG

WEST MICHIGAN TRAILS

Find Your Way! 2027 Events

Find Your Way. Make Connections.

At West Michigan Trails, we believe the best connections happen when we find our way forward together. Our regional trail network does more than connect neighborhoods—it brings people, businesses, and communities together in ways that help West Michigan thrive.

Through our 2027 sponsorship opportunities, your organization can **find it's way** towards a place in this growing network, connecting with trail enthusiasts, community 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 everyday trail users and key decision-makers from local, regional, and state agencies.

Since 2005, West Michigan Trails has helped guide the growth of our regional trail network, strengthening connections between people, places, and communities.

By partnering with us, you're helping more people find their way to new experiences, stronger communities, and the places that make West Michigan special.

Let's find our way forward- together!



The Events

Trail Summits

Our spring and fall Trail Summits unite hundreds of trail managers, trail leaders, planners, and advocates to share ideas, explore solutions, and strengthen connections across our regional network. Through engaging presentations, discussions, and networking, attendees learn from one another and discover new ways to move trail projects forward.

Sponsoring a Summit positions your organization alongside the partners finding their way forward together, shaping the future of trails in West Michigan.

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

Trail Meetups bring people together with West Michigan Trails and our community partners to connect with, learn about, and care for the trails that link our communities. Through hands-on activities, educational opportunities, and time spent outdoors, participants can learn more about our regional trail network and play an active role in supporting it.

Each event creates meaningful opportunities for collaboration, community engagement, and trail stewardship. Your brand gains visibility while demonstrating a commitment to connecting people, trails, and communities.

WEST MICHIGAN TRAILS

2027 Sponsorship Opportunities

Regional Fall Summit	Presenting Sponsor $2,500	Supporting Sponsor $250
Company logo on website	Logo	Name
Logo and name recognition in newsletters	✓	Name
Logo and name in event press release	✓	Name
Recognition on social media before each event	Name	Name
Logo and name in social media recap	✓	Name
Speaking opportunity at event	✓	

Subregional Spring Summit	Presenting Sponsor $1,200	Supporting Sponsor $250
Company logo on website	Logo	Name
Logo and name recognition in newsletters	✓	Name
Logo and name in event press release	✓	Name
Recognition on social media before each event	Name	Name
Logo and name in social media recap	✓	Name
Speaking opportunity at event	✓	

Trail Mixers	Each Mixer: Presenting Sponsor $2,500	
Company logo on website	Logo	
Logo and name in event press release	✓	
Recognition on social media before each event	✓	
Social media highlight	✓	
Logo and name recognition in social media recap	✓	
Speaking opportunity at event	✓	

Trail Meet-Ups	Each Meetup: Presenting Sponsor $250	
Company logo on website	Logo	
Logo and name in event press release	✓	
Recognition on social media before each event	✓	
Social media highlight	✓	
Logo and name recognition in social media recap	✓	
Speaking opportunity at event	✓	

Your partnership strengthens the trails where communities connect 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, or let's design a custom partnership that reflects your unique connection to our trail network.

WEST MICHIGAN TRAILS

Find Your Way: 2027 Sponsorships!

Sponsor Name: _____

Contact Person: _____

Email: _____ Phone: ( ) -

Address: _____

City: _____ State: _____

Zip: _____

SPONSORSHIP OPPORTUNITIES:

Please select your sponsorship level:

Regional Fall Trail Summit

- ☐ Presenting sponsor: $2,500
- ☐ Supporting sponsor: $250

Subregional Spring Trail Summits

- ☐ Presenting sponsor: $1,200
- ☐ Supporting sponsor: $250

Each Trail Mixer

- ☐ Presenting sponsor: $2,500

Each Trail Meet-Up

- ☐ Presenting sponsor: $250

SPONSORSHIP PAYMENT:

Name on Card: _____

Card Number: _____ Expiration Date: _____

Zip Code: _____ CVC: _____

☐ Add 3% to cover payment processing fees

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