

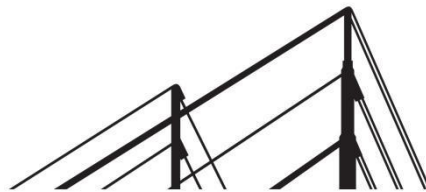
# SPONSORSHIP OPPORTUNITIES



## PRESENTS THE 13<sup>th</sup> BIENNIAL WASHINGTON STATE TRAILS CONFERENCE

Conference Theme: *Common Ground*

October 27 - 29, 2022



**Edward D. Hansen  
Conference Center**

**Conference Location:**  
Edward D. Hansen Convention Center  
2000 Hewitt Ave  
Everett, Washington 98201  
Tel: (425) 332.2630  
<https://angelofthewindsarena.com>

### **ABOUT WASHINGTON STATE TRAILS COALITION**

Founded in 1999, the Washington State Trails Coalition is a 501(c)(3) non-profit with a mission to provide an effective and interactive forum centering on protecting, promoting, and enhancing a statewide system

of trails. Membership is open to anyone with a passion for trails, including motorized and non-motorized outdoor recreation and transportation. The primary focus of WSTC is a biennial statewide trails conference and an off-year caucus.

The WSTC 2022 conference, “**Common Ground**”, continues the tradition of bringing together diverse stakeholders to address the challenges and opportunities facing trails today.

## ABOUT THE TRAILS CONFERENCE

**WSTC expects approximately 300 attendees** representing recreational and transportation trails of all kinds: from urban to backcountry, for recreation and transportation, motorized and non-motorized, and on land, snow or water.

**Users:** Hikers, joggers, bicyclers, ATV riders, mountain bikers, walkers, snowmobilers, commuters, dirt bikers, canoeists and kayakers, dog team mushers, cross country skiers.

**Agencies and organizations:** National Park Service, U.S. Forest Service, Washington State Parks, Washington Dept. of Natural Resources, tribal governments, county and city parks departments, and nonprofit and community-based organizations.

**Corporations:** Design and engineering companies, landscape architects, construction companies, health care, and outdoor gear industries.

**Emerging Leaders:** College students and trail crew members between the ages of 18 and 25.

**Conference program:** Featuring over 30 breakout sessions, outdoor field sessions, and an exciting keynote speaker. “**Common Ground**” conference sessions focus on **four themed tracks:**

- 1. On the Ground:** *How are groups, organizations and agencies addressing the many challenges of planning, permitting, designing, building and maintaining trails of all types.*
- 2. Financial Grounding:** *Funding is a leading issue for all trail organizations. What are current creative solutions, partnerships and approaches.*
- 3. Connections on the Ground:** *Trails connect us to nature, history, improved health and well-being, other communities and other people. How do you use the benefits of these connections to foster community, access, inclusivity and support.*
- 4. Ground Rules:** *More and more people are using trails for commuting, exercise, and recreation. What are techniques and strategies to meet the increased need for education and information outreach.*

**Bonus Trails Spotlight:** *Showcasing trails that provide unique values and experiences for the public or that offer significant learning opportunities.*

**Friday Night Reception:** An offsite evening of socializing. Activities will include the 3rd biennial Washington Trails Awards in the categories of: Lifetime Service Award; Trail Leader Award; Youth Advocacy Award; and Outstanding Trail Award.

### Exhibitor Opportunities:

1. Social Events Thursday and Friday evening
2. Registration times Friday and Saturday morning
3. Break times, morning and afternoon
4. Before and after meals and sessions

## 2022 TRAILS CONFERENCE SPONSORSHIP LEVELS & BENEFITS

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<i>(The number of Sponsorships available is indicated if limited)</i>	<b>GOLD \$3000+ LIMIT 2</b>	<b>SILVER \$2000+ LIMIT 2</b>	<b>BRONZE \$1000+</b>
1. Corporate signage and display in Convention Center Lobby Entrance or other prime selected areas in Lobby	X		
2. "Presenting" sponsor of Washington Trails Awards including participation in awards ceremony at reception	X (first signed )		
3. Corporate signage in Convention Center Lobby other than at Entrance		X	
4. Conference Opening Address: Corporate or Personal recognition acknowledged with Introduction and "Thank You"	X		
5. Conference Opening Address: Recognition and acknowledgment by sponsor level	X	X	
6. Premium Banquet table seating for corporate and/or personal guests	X	X	
7. Display Table: brochures, handouts in exhibitor area: Placement based on sponsorship level	X	X	X
8. Option for additional display table: brochures, handouts in premium exhibitor area (along main corridor, other spaces)	X	X	X
9. Complimentary Registration(s)	3	2	1
10. Display corporate logo, (signage, banner or flag) in conference hall - placement based on sponsorship level	X	X	X
11. Corporate Logo on WSTC Program; Prominence and placement based on sponsorship level	X	X	X
12. Corporate Logo on WSTC Website: Prominence and placement based on sponsorship level	X	X	X
13. Recognition in WSTC pre-conference email(s), based on sponsorship level (for sponsorships secured by Aug 1)	X	X	

Organization-Firm Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Street \_\_\_\_\_

City – State – ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail address \_\_\_\_\_

Sponsor Level: \$3,000\_\_\_ \$2,000\_\_\_ \$1,000\_\_\_ other\_\_\_\_\_

*WSTC is a 501(c)(3) nonprofit organization. All donations are tax-deductible to the extent permitted by law. Tax ID: 91-1973937.*

Make checks payable to: WSTC

Mail form and check to: WSTC, PO Box 1759, Kingston, WA 98346

Contact: Lisa Black, President – [president@watrails.org](mailto:president@watrails.org)

[www.watrails.org](http://www.watrails.org)



# WSTC Washington State Trails Conference: *Common Ground*

October 27 - 29, 2022

## 2022 Reception Sponsorship

Everett's Host Committee for the conference, made up of representatives from local recreation and conservation organizations, is seeking local sponsors for the traditional Friday Night Reception for conference attendees. This reception will be an opportunity to highlight Snohomish County's organizations and vendors, and will include an awards ceremony for the Washington State Trails Coalition, and we're inviting you to be a part of it.

Reception Sponsor Benefit	\$500	\$250	\$100
Conference Registration Discount: 50%	1		
Complimentary Guest Pass to Friday reception	4	2	1
Corporate Logo on WSTC Program as Reception Sponsor: Prominence and placement based on sponsorship level.	X		
Corporate Logo on WSTC Website as Reception Sponsor	X	X	
Corporate Logo on Friday Night Reception posters, marketing materials; Prominence and placement based on sponsorship level.	X	X	X
Display Table for brochures, handouts in reception facility (does not include convention facility): Placement based on sponsorship level.	X	X	X
Corporate signage and display in Friday Night Out reception facility	X	X	X

Organization-Firm Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Street \_\_\_\_\_

City – State – ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail address \_\_\_\_\_

Sponsor Level: \$500\_\_\_ \$250\_\_\_ \$100\_\_\_ other\_\_\_\_\_

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