

## SPONSORSHIP OPPORTUNITIES



## PRESENTS THE 12th BIENNIAL WASHINGTON STATE TRAILS CONFERENCE

Conference Theme: **LEADING THE WAY!**

October 25 – 27, 2018



Conference Location:  
Wenatchee Convention Center  
121 North Wenatchee Ave  
Wenatchee, Washington 98801  
Tel: (509) 662-4411

<https://wenatcheeconventioncenter.com/>

# ABOUT THE TRAILS CONFERENCE

Learn more: [www.washingtonstatetrailscoalition.org](http://www.washingtonstatetrailscoalition.org)

**WSTC expects approximately 250 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 companies.

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

**Conference program:** Featuring over 30 breakout sessions, multiple outdoor field sessions and exciting keynote speaker. Conference sessions focus on **four themed tracks:**

- 1. Shared Trails, Shared Advocacy:** *Exploring how collaboration between trail user groups can create a stronger trail system in Washington. Topics could include: collaborative trail planning, trail building and maintenance, user education, leveraged funding, advocacy coalitions, and more.*
- 2. Inclusivity, Diversity, and Access:** *Strategies, proven or emerging, for fostering an inclusive community, where new generations of trail users feel welcome and enjoy trails in ways that honor their history and identities (including but not limited to race, ethnicity, gender identity, sexual orientation, age, disability, or income).*
- 3. Public Lands - Multiple Uses & Balancing Values:** *From preservation to resource extraction, solitude to high-use, or active to passive transportation - what we expect of our public lands is influenced by our value judgments.*
- 4. Managing for Change:** *Change is possibly the only constant in trails. Tactics and success stories for adapting to changing conditions: demographics, population, climate, funding, regulations, access controversies, and user conflicts.*

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

**Friday Night Reception:** Offsite evening of socializing at the Numerica Performing Arts Center. Activities will include the 2nd biennial Washington Trails Awards in the categories of: Lifetime Service Award; Trail Leader Award; Emerging Leader 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



## 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 2016 Washington State Trails Conference in Richland, "Creating Community-Connecting Communities," brought together hundreds of trail leaders from across the state and beyond. Conference sessions showcased the innovation occurring across Washington to keep trail systems open, maintained and expanding. The conference convened a variety of stakeholders to explore challenges and solutions across a wide array of topics. The WSTC 2018 conference, "**Leading the Way**" will continue the tradition of bringing together diverse stakeholders to address the challenges and opportunities facing trails today.

### 2018 TRAILS CONFERENCE SPONSORSHIP LEVELS & BENEFITS

| <i>(The number of Sponsorships available is indicated if limited)</i>                                                     | <b>GOLD<br/>\$3000+<br/><u>LIMIT 2</u></b> | <b>SILVER<br/>\$2000+<br/><u>LIMIT 2</u></b> | <b>BRONZE<br/>\$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 on WSTC Facebook page                                                                                     | X                                          | X                                            | X                         |
| 14. Recognition in WSTC pre-conference email(s), based on sponsorship level (for sponsorships secured by Aug 1)           | X                                          | X                                            |                           |

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