



2018 Trails Challenge Sponsorship Opportunities

OVERVIEW

- **The Trails Challenge is a self-guided hiking program** that promotes outdoor recreation in Sonoma County's Regional Parks. The Challenge encourages residents and visitors to walk/hike a specific number of featured trails during the spring and summer.
- The trails are detailed in a **"Trails Challenge Guidebook,"** which is available in both English and Spanish as a free download at sonomacountyparks.org. A limited number of print editions are available as well.
- Participants are encouraged to **share their Trails Challenge photos and stories** on Facebook and Instagram, making them eligible for special prizes, like REI daypacks or Regional Park memberships.

AUDIENCE

The audience is all of Sonoma County, particularly:

- Regular trails users who may be unaware of all the Regional Parks system offers
- People new to hiking and outdoor exercise
- Active Baby Boomers looking for new activities
- Families looking for summertime adventures
- Millennials interested in adventure recreation and social media promotions

OUTREACH

Outreach for the Trails Challenge presents extensive opportunities for sponsors to be acknowledged for their support. Trails Challenge promotions have included regional radio and newspaper ad campaigns, feature coverage by media and bloggers, participant engagement and paid ads on social media, posters and flyers, presentations and stories in Regional Parks' monthly e-news and blog.

SPONSORSHIPS

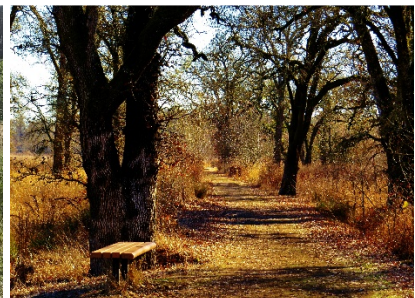
Sponsors provide critical support for the Trails Challenge, including funding to cover the costs of designing, printing and distributing guidebooks and brochures. In addition, retail sponsors have the opportunity to connect with Trails Challenge participants, such as by offering a coupon redeemable at a retail location. Sponsorships present the opportunity to be part of a popular outdoor recreation/health promotion with a shared message, shared audience, and shared objective.

- Sponsor name/logo appears in Trails Challenge guidebook (more than 3,000 downloads and 300 print editions)
- Inclusion in comprehensive print, radio and social media ad campaign (All of Sonoma County's newspapers and news websites and the 5 Wine Country Radio stations – KRSH, etc.)
- Name/logo on Regional Parks website (40,000 visits a month)
- Inclusion in press releases, social media posts, special events
- Inclusion in Regional Parks and Foundation newsletters (9,000+ subscribers)
- Opportunity to promote the Trails Challenge to sponsor's customers/members
- Opportunity to use Trails Challenge testimonials in future marketing

CONTACT

Melissa Kelley, Executive Director
Sonoma County Regional Parks Foundation
(707) 565-1830
melissa.kelley@sonoma-county.org

**Join the Trails Challenge team:
*SPONSOR TODAY!***



2018 TRAILS CHALLENGE SPONSORSHIP BENEFITS

SONOMA COUNTY REGIONAL PARKS FOUNDATION | (707) 565-1830



SPONSOR BENEFITS	Redwood \$10,000	Oak \$5,000	Madrone \$2,500	California Bay Laurel: \$1,500	Manzanita \$750
Recognition in publicity materials, i.e., websites, press releases and more	✓	✓	✓	✓	✓
Recognition in Trails Challenge Handbook	Logo	Logo	Logo	Name	Name
Trails Challenge printed promotional materials (posters, fliers, etc.)	Logo	Logo	Logo	Name	Name
Recognition on social media sites such as Facebook	✓	✓	✓	✓	✓
Recognition in the Foundation Flash e-news newsletter	✓	✓	✓	✓	✓
Booth space at Regional Parks events, such as the Tolay Fall Festival, or presence at Regional Parks outings	4 days	2 days	NA	NA	NA
Use of Regional Parks picnic grounds for up to 200 guests (reservations required)	twice a year	once a year	NA	NA	NA
Regional Parks Full Memberships	8	6	4	2	1
Passes to Tolay Fall Festival and Spring Lake Water Bark	8 for each event	6 for each event	4 for each event	2 for each event	2 for each event
Single show tickets to Funky Fridays @ the Hood	8	6	4	2	2



Sonoma County Regional Parks Foundation
Raising funds, fostering partnerships and advocating for County Parks
Tax ID: 68-0421813

2018 Trails Challenge Sponsor Confirmation Form

Yes! I want to promote my business and help support Sonoma County Regional Parks as a sponsor of the Trails Challenge! (Please see our Trails Challenge sponsor package for details about sponsor benefits.) **Deadline: February 28, 2018.**

Please indicate your sponsorship level:

___ Redwood Sponsor (\$10,000)

___ Oak Sponsor (\$5,000)

___ Madrone Sponsor (\$2,500)

___ California Bay Laurel (\$1,500)

___ Manzanita (\$750)

___ I have enclosed my sponsorship check in the amount of \$_____.

___ Please bill my Visa or Master Card in the amount of \$_____.

Account # _____ CRV code _____

Signature _____ Exp. Date _____

Contact Name _____

Street Address _____ City, State, Zip _____

Phone _____ Email _____

Name of sponsoring entity: _____

Please mail completed form and payment to: Sonoma County Regional Parks Foundation, 2300 County Center Dr., Suite 120A, Santa Rosa, CA 95403, or fax to (707) 579-8247.

Questions? Contact Melissa Kelley, executive director of the Sonoma County Regional Parks Foundation, at Melissa.kelley@sonoma-county.org or (707) 565-1830. Thank you for your support!