

FORT WAYNE TRAILS INC.



2023 SPONSORSHIP OPPORTUNITIES



ABOUT FORT WAYNE TRAILS

Fort Wayne Trails was founded in 2011 with the merger of 3 local trail groups, The Rivergreenway Consortium, Northwest Allen Trails, and Aboite New Trails.

Our mission is to be a community partner and advocate in the development of a connected, multi-purpose system of trails with our municipal partners in Allen County, Indiana.

We are a 501(c)(3) non-profit organization and receive no government funding support.



CONTACT

Brian White
Development Director

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Email: brian@fwtrails.org
300 E Main St, Suite 131
Fort Wayne, IN 46802

MILES OF POSSIBILITIES

Thank you for considering an investment in Fort Wayne Trails, Inc. We are excited to partner with you in bringing more trails to the people of Allen County and getting more people on those trails.

These events offer your business the opportunity for significant market exposure while being associated with a beloved community asset. There are currently over 130 miles of paved, multi-use trails in Allen County. There were 764,665 trail uses counted in 2021 and that number continues to grow.

Trails are a tremendous community asset. They provide safe, accessible, and enjoyable options for exercise, transportation and recreation. Not only have trails been shown to benefit community health, but they also play a large factor in an areas' "livability" and quality of life.

Trails help with environmental conservation by preserving green spaces. Trails also support historic preservation as many trails preserve historically significant corridors. Trails have also been shown to have a positive impact on local economies and spur economic development or redevelopment.

Though we partner with municipalities throughout Allen County, Fort Wayne Trails receives no government funding. Trails now cost an average of \$1 million per mile to build. Your sponsorship makes a difference!

Thank you for helping to connect people one trail at a time.
Sincerely,

Megan McClellan
Executive Director
megan@fwtrails.org

P.S. If you have an idea of another way that we can partner with your business, please reach out to me. I would love to hear your ideas.

“

“This was a great way for me to grow more of my business and I am definitely planning to sponsor more of your events.”

- William Harnden
Coldwell Banker Real Estate Group

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2023 FORT WAYNE TRAILS MAPS

Highlight your business while supporting trail development in our community.

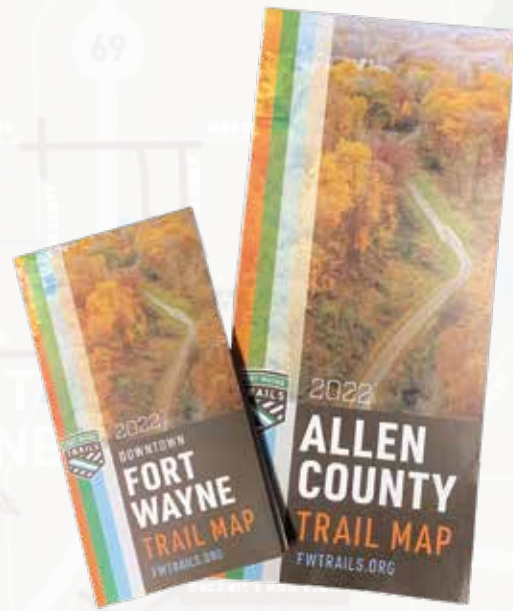
Fort Wayne Trails produces a free yearly updated trail map that is seen by tens of thousands of residents across the region. As a map sponsor you will receive the new maps before everyone else, directing trail users to your locations. Trail maps will also be available at trailheads, libraries, and many other locations around the county by the end of April.



Sponsors may pay in three installments. Full payment or first installment must be received by **February 1st** to guarantee inclusion on the 2023 maps.

Sponsors agreeing to a three year contract receive a 10% discount on map sponsorship.

All map sponsors will be recognized on our Trail Map web page with your logo and a link to your website.



ANNUAL MAP AND TRAIL FRIENDLY BUSINESS SPONSORSHIP OPPORTUNITIES

Allen County Map

- Large Panel (3.5" x 8.125") : \$2,500
- Business Card Ad (3.5" x 2") : \$1,000
- Trail Sponsor: \$750

Includes up to three business locations on map with a purple pin.
(additional locations are \$200/year)

- Trail Friendly Business: \$300 + Offer

Includes up to three locations on map with a red pin and icons showing your offering to trail users. Offerings may include a product deal, discounts, water stations, and/or bathroom access. All Trail Friendly Business will also be featured on the Fort Wayne Trails App.

Downtown Map

- Large Panel (2.375" x 5.125") : \$2,500
- Business Card Ad (2.375 x 1.5") : \$1,000
- Trail Sponsor: \$750 (see above)
- Trail Friendly Business: \$300 + Offer (see above)

Both Maps

- Large Panel: \$3,500
- Business Card Ad: \$1,400
- Trail Sponsor: \$1,050
- Trail Friendly Business: \$420 + Offer



2023 TREK THE TRAILS

Trek the Trails is a free weekly, guided bike ride organized by the City of Fort Wayne and Fort Wayne Trails. Rides take place at 6 PM every Tuesday evening from May through September.

Over 1,500 riders participate throughout the season. The rides are family friendly and highlight a new section of trail every week. The rides are marketed in the FUN TIMES, both the City of Fort Wayne and Fort Wayne Trails websites and social media, and is also frequently featured in local print and news features.



Sponsors may pay in three installments. Full payment or first installment must be received by **March 1st** to guarantee inclusion on t-shirt and marketing materials.

All Trek the Trails sponsors will be recognized on our Trek the Trails web page with your logo and a link to your website.



TREK THE TRAILS SPONSORSHIP OPPORTUNITIES

Season Sponsors: \$2,500

- Includes a large logo on the Trek the Trails website and annual event t-shirt, which is sold to participants
- Benefits also include the option to provide information or sell merchandise at **all** weekly rides

Weekly Sponsors: \$1,000

- Includes a medium logo on the Trek the Trails website and annual event t-shirt, which is sold to participants
- Benefits also include the option to provide information or sell merchandise at **four** weekly rides of your choice

Ride Sponsors: \$500

- Includes a small logo on all kick-off event promotional materials and annual Trek the Trails t-shirt
- Benefits also include the option to provide or sell merchandise at **one** weekly ride of your choice



2023 TRAILS KICK-OFF EVENT Tuesday, May 2nd

Start the trails season at our annual Trails Kick-Off event. Every spring we gather to celebrate all things trails and update trail users on the progress from the previous year and things to expect in the coming months. Guests can enjoy catered food and drink while receiving an update from the City of Fort Wayne and Fort Wayne Trails. The kick-off takes place after the first Trek the Trails and Tread the Trails of the season.



Sponsors may pay in three installments. Full payment or first installment must be received by **March 1st** to guarantee inclusion on t-shirt and marketing materials.

All Trails Kick-off sponsors will be recognized on our Trails Kick-off event web page.



TRAILS KICK-OFF SPONSORSHIP OPPORTUNITIES

Sprint Level Sponsors: \$750

- Includes a large logo on the kick-off event poster, event signage, social media posts, and kick-off event page on the Fort Wayne Trails website
- Includes medium logo on the annual Trek the Trails shirt, which is sold to participants
- Includes a vendor space at the event

Jog Level Sponsors: \$500

- Includes a medium logo on the kick-off event poster, event signage, social media posts, and kick-off event page on the Fort Wayne Trails website
- Includes small logo on the annual Trek the Trails shirt, which is sold to participants
- Includes a vendor space at the event

Walk Level Sponsors: \$200

- Includes a vendor space at the event and name included on table signage and kick-off event page on the Fort Wayne Trails website
- Business or organization listed on event flier and social media pages

2023 PUFFERBELLY RUN, WALK, AND STROLL Saturday, July 15th



Fort Wayne Trails is the organizer of one of Fort Wayne's best 5k/10k events and we would love for you to join us in presenting the 2023 Pufferbelly Run, Walk, and Stroll.

Your sponsorship will help raise funds for trail development in our community. Over 500 people attend this event annually, and thousands more will see your branding in our event advertising. This event is a great opportunity to connect your brand and business to the Pufferbelly Trail development that is connecting our community.

Sponsors may pay in three installments. Full payment or first installment must be received by **June 1st** to guarantee inclusion on promotional materials and event t-shirt.

All sponsors will be recognized on our event webpage, registration page, social media, and event signage.



PUFFERBELLY RUN, WALK, AND STROLL SPONSORSHIP OPPORTUNITIES

Gold Sponsor: \$3,500

- Sponsor included in event name as "presented by **YOU**"
- Large logo prominently displayed on race t-shirt, runner bibs, and event banner
- Space for vendor table and tent at event
- Eight (8) complimentary event registrations
- First right of refusal to the Title Sponsorship of next year's event

Silver Sponsors: \$1,000

- Medium logo on race t-shirt
- Space for vendor table and tent at event
- Four (4) complimentary event registrations

Bronze Sponsors: \$500

- Small logo included on race t-shirt
- Space for vendor table and tent at event
- Two (2) complimentary event registrations

Vendor Sponsors: \$200

- Space for vendor table and tent at event
- 50% off for vendors who provided an in-kind contribution of 600 items for registrant goodie bags



2023 BREWED IN THE FORT

Saturday, September 9th



Fort Wayne Trails is the 2023 charity partner for Brewed IN the Fort! We are excited to be teaming up with Mad Anthony Brewing Company for this annual craft beer sampling event.

We will once again be selling tickets to our Trails Rockstar tent. Our tent offers guests a VIP experience that includes early event access, private air-conditioned restrooms, catered snacks, a FWT gift, and more.

Sponsors may pay in three installments. Full payment or first installment must be received by **August 1st** to guarantee inclusion on promotional materials and tent banners.

All sponsors will be recognized on our event webpage, the Brewed IN the Fort official website, social media, and event signage.



BREWED IN THE FORT SPONSORSHIP OPPORTUNITIES

Tent Sponsors: \$2,500

- Six (6) Trails Rockstar VIP Tickets (\$600 Value)
- Name or logo on large VIP tent banner, visible to all attendees
- Logo on FWT social media posts, website, and Brewed IN the Fort event website
- Name announced at event

Rockstar Food Sponsors: \$1,500

- Four (4) Trail Rockstar VIP Tickets (\$400 Value)
- Name or logo on medium banner near food tables
- Logo on FWT social media posts, website, and Brewed IN the Fort event website
- Name announced at event

In-Tent Sponsors: \$500

- Two (2) Trails Rockstar VIP tickets (\$200 Value)
- Name or logo displayed on small banner inside VIP tent
- Logo on FWT social media posts, website, and Brewed IN the Fort event website
- Name announced at event

Vendor Space: \$250

- Limited amount of vendor spaces available, contact us for more info

MAP SPONSORSHIP - DEADLINE: FEBRUARY 1ST

Allen County Map

- Large Panel - \$2,500
- Business Card Ad - \$1,000
- Trail Sponsor - \$750
- Trail Friendly Business - \$300 + Offer

Downtown Map

- Large Panel - \$2,500
- Business Card Ad - \$1,000
- Trail Sponsor - \$750
- Trail Friendly Business - \$300 + Offer

Both Maps

- Large Panel - \$3,500
- Business Card Ad - \$1,400
- Trail Sponsor - \$1,050
- Trail Friendly Business - \$420 + Offer

TREK THE TRAILS SPONSORSHIP - DEADLINE: MARCH 1ST

- Season Sponsors - \$2,500
- Weekly Sponsors - \$1,000
- Ride Sponsors - \$500

TRAILS KICK-OFF EVENT SPONSORSHIP - DEADLINE: MARCH 1ST

- Sprint Level Sponsors - \$750
- Jog Level Sponsor - \$500
- Walk Level Sponsors - \$200

PUFFERBELLY RUN, WALK, AND STROLL SPONSORSHIP - DEADLINE: JUNE 1ST

Gold Sponsor - \$3,500

Bronze Sponsors - \$500

Silver Sponsors - \$1,000

Vendor Sponsors - \$200

BREWED IN THE FORT SPONSORSHIP - DEADLINE: AUGUST 1ST

Tent Sponsors - \$2,500

In-Tent Sponsor - \$500

Tent Food and Drink Sponsor - \$1,500

Vendor Space - \$250

Sponsor Representative

Print Name

Signature

Organization Name

Date

Address

City, State, Zip

Email

Phone

PLEASE INVOICE THREE PAYMENTS

PLEASE INVOICE FULL AMOUNT

CHECK INCLUDED

Fort Wayne Trails Representative

Signature

Date

Make checks payable to Fort Wayne Trails 300 E Main St, Suite 131 Fort Wayne , IN 46802

Email all graphics to james@fwtrails.org