

# FORT WAYNE TRAILS INC.



## 2024 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 partner with communities throughout Allen County, Indiana to promote the equitable development and maintenance of trails. We advocate for a safe, accessible trail system that improves the quality of life, encourages economic development, and connects county residents to their neighbors, nature, workplaces, schools, and other community assets.

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



## CONTACT

William Andreas  
Development Director

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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 135 miles of paved, multi-use trails in Allen County, with over 724,807 trail uses counted in 2022 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 area's "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](mailto: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

”



# 2024 FORT WAYNE TRAILS MAPS

Highlight your business while supporting trail development in our community.

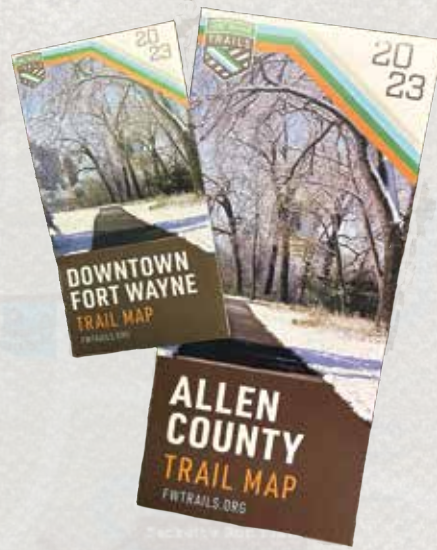
Fort Wayne Trails produces a free yearly updated trail map that is seen by tens of thousands of residents across the region. As a map sponsor you will receive the new maps before everyone else, directing trail users to your locations. Trail maps will also be available at trailheads, libraries, and many 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 2024 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





# 2024 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





# 2024 TRAILS CELEBRATION Tuesday, April 30th

Start the trails season at our annual Trails Celebration 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 Celebration 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 annual Trek the Trails t-shirt and marketing materials.

All Trails Celebration sponsors will be recognized on our Trails Celebration event web page.



## TRAILS CELEBRATION SPONSORSHIP OPPORTUNITIES

### Sprint Level Sponsors: \$750

- Includes a large logo on the celebration event poster, event signage, social media posts, and celebration 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 celebration event poster, event signage, social media posts, and celebration 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 celebration event page on the Fort Wayne Trails website
- Business or organization listed on event flier and social media pages

# 2024

## FORT WAYNE TRAILS GOLF CLASSIC

### FRIDAY, MAY 31st

Play golf with your friends and support a great cause at the Fort Wayne Trails Golf Classic! Join us for lunch and a 1 pm shotgun start to kick-off the day.

Fort Wayne Trails is currently seeking golf teams and sponsorships for the 2nd Annual Fort Wayne Trails Golf Classic at Brookwood Golf Course.



Sign up now to secure your sponsorship/team and be invoiced in April 2024. Please return registration forms to [william@fwtrails.org](mailto:william@fwtrails.org).

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

**All registrations include: Green fees, cart, lunch, 2 drink tickets per golfer, and door prizes.**

## FORT WAYNE TRAILS GOLF CLASSIC SPONSORSHIP OPPORTUNITIES

### Main Event Sponsors: \$2,500

- Includes large banner at event, Tee Sponsor signage, name/logo on event program/website and cart plates. Include item and marketing material in goodie bag. Sponsor may set up tent/table/booth if desired. Includes 1 foursome.

### Lunch Sponsors: \$2,000

- Includes large banner in lunch area, Tee Sponsor signage, name/logo on event program/website, opportunity to include item or marketing material in goodie bag. Includes 1 foursome.

### Golfer Goodie Bag Sponsors: \$1,500

- Sponsor may provide goodie bag with name/logo, or item to be placed in goodie bag. Name/logo will be on a large banner at the event and in event program/website

### Beverage Cart Sponsors: \$1,000

- Includes signage on 2 beverage carts and logo/name in event program/website. Sponsor may have representative ride in beverage cart if desired

### Driving Range Sponsors: \$500

- Includes signage on driving range, name/logo in event program/website

### Tee Sponsors: \$200

- Includes signage at event/registration table, name/logo in event program/website

### Team Registrations: \$400 per team / \$100 per player

- To register a team please contact [william@fwtrails.org](mailto:william@fwtrails.org)



# 2024 PUFFERBELLY RUN, WALK, AND STROLL Saturday, July 20th



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 2024 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) complementary 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





# 2024 BREWED IN THE FORT

Saturday, September 7th



Fort Wayne Trails is the 2024 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 10th** 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: \$750

- 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

### Silent Auction Item:

- Virtual Auction - Even people not present at the event can bid
- All items displayed online and in person at event.
- We are happy to pick up donated items
- Donations are needed in-hand by August 15th



## **MAP SPONSORSHIP** - DEADLINE: FEBRUARY 1ST

### **Allen County Map**

- |   |  |
|---|--|
| <input type="checkbox"/> Large Panel - \$2,500      | <input type="checkbox"/> Trail Sponsor - \$750                   |
| <input type="checkbox"/> Business Card Ad - \$1,000 | <input type="checkbox"/> Trail Friendly Business - \$300 + Offer |

### **Downtown Map**

- |   |  |
|---|--|
| <input type="checkbox"/> Large Panel - \$2,500      | <input type="checkbox"/> Trail Sponsor - \$750                   |
| <input type="checkbox"/> Business Card Ad - \$1,000 | <input type="checkbox"/> Trail Friendly Business - \$300 + Offer |

### **Both Maps**

- |   |  |
|---|--|
| <input type="checkbox"/> Large Panel - \$3,500      | <input type="checkbox"/> Trail Sponsor - \$1,050                 |
| <input type="checkbox"/> Business Card Ad - \$1,400 | <input type="checkbox"/> Trail Friendly Business - \$420 + Offer |

**If you are a Trail Friendly Business please select what you offer users.**

- |   |  |                                      |
|---|--|--------------------------------------|
| <input type="checkbox"/> Water Refill             | <input type="checkbox"/> Public Restroom     | <input type="checkbox"/> Bike Repair |
| <input type="checkbox"/> Product Deal or Discount | <input type="checkbox"/> Accessible Restroom |                                      |

## **TREK THE TRAILS SPONSORSHIP** - DEADLINE: MARCH 1ST

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

## **TRAILS CELEBRATION EVENT SPONSORSHIP** - DEADLINE: MARCH 1ST

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

## **FORT WAYNE TRAILS GOLF CLASSIC SPONSORSHIP - DEADLINE: APRIL 30TH**

- |  |   |
|--|---|
| <input type="checkbox"/> Main Event Sponsors - \$2,500       | <input type="checkbox"/> Driving Range Sponsors - \$500 |
| <input type="checkbox"/> Lunch Sponsors - \$2,000            | <input type="checkbox"/> Tee Sponsors - \$200           |
| <input type="checkbox"/> Golfer Goodie Bag Sponsor - \$1,500 |   |
| <input type="checkbox"/> Beverage Cart Sponsor - \$1,000     |   |

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

- |  |  |
|--|--|
| <input type="checkbox"/> Gold Sponsor - \$3,500    | <input type="checkbox"/> Bronze Sponsors - \$500 |
| <input type="checkbox"/> Silver Sponsors - \$1,000 | <input type="checkbox"/> Vendor Sponsors - \$200 |

## **BREWED IN THE FORT SPONSORSHIP - DEADLINE: AUGUST 10TH**

- |  |  |
|--|--|
| <input type="checkbox"/> Tent Sponsors - \$2,500                   | <input type="checkbox"/> In-Tent Sponsor - \$750 |
| <input type="checkbox"/> Tent Food and Drink Sponsor - \$1,500     |  |
| <input type="checkbox"/> Rockstar VIP Tickets - \$100 Each = _____ |  |
| <input type="checkbox"/> Silent Auction Gift _____                 |  |

Description of Item

If item pick up location is different than address below please contact William@fwtrails.org

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

For all other questions or inquiries please contact william@fwtrails.org