

FORT WAYNE TRAILS INC.



2025 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

Phone: (260) 969-0079
Email: Nicole@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 145 miles of paved, multi-use trails in Allen County, with over 1 million trail uses counted in 2024 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 \$1.2 million per mile to build. Your sponsorship makes a difference!

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

Nicole Funk-Evard
Development Director
Nicole@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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2025 FORT WAYNE TRAILS MAPS

Highlight your business while supporting trail development in our community.

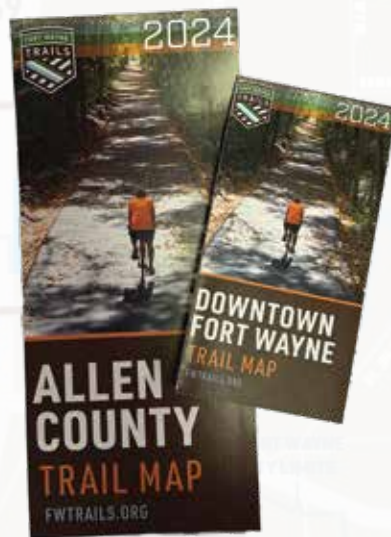
Fort Wayne Trails produces a free yearly updated trail map that is seen by tens of thousands of residents across the region. As a map sponsor you will receive the new maps before everyone else, directing trail users to your locations. Trail maps will also be available at trailheads, libraries, and many 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 **March 1st** to guarantee inclusion on the 2025 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, website, and social media.

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



2025 TREK THE TRAILS

Trek the Trails is a free bi-weekly, guided bike ride organized by the City of Fort Wayne and Fort Wayne Trails. Rides take place at 6 PM every other 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 other 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.



TREK THE TRAILS SPONSORSHIP OPPORTUNITIES

Title Sponsor: \$5,000

Exclusive*

- "Trek the Trails Presented by "Your Organization" with large logo placement on all event emails, Trek the Trails website, and social media posts.
- Large logo on the Trek the Trails event t-shirt which is sold to participants.
- Vendor table at each ride for the season to engage with attendees and share information.
- Title Sponsorship of Spring Trails Celebration - "Trails Celebration Presented by "Your Organization"
- Large logo on the Trails Celebration event promotions, signage, social media posts, and event website.
- Option to have promotional information on tables at Trails Celebration
- Table at Trails Celebration to engage with attendees
- Dedicated section in 3 of our e-newsletters that is branded and can include a message and/or links. March, June, September
- On our program page in the Fun Times will say "This program is brought to you by "Your Organization" and include logo placement

Season Sponsors: \$2,500

- Medium logo on the Trail Celebration event poster, signage, social media, and event page on Fort Wayne Trails website.
- Table at Trails Celebration event to engage with attendees
- Medium logo on the Trek the Trails event t-shirt which is sold to participants.
- Table at 4 Trek the Trails rides of your choice between April - September
- Medium logo on the Trek the Trails website and emails to participants

Weekly Sponsors: \$1,000

- Includes a small logo on Trails Celebration event poster, event signage, social media posts, and event page on website.
- Table at Trails Celebration event to engage with attendees
- Small logo on the Trek the Trails event t-shirt which is sold to participants
- Small logo on the Trek the Trails website

2025

FORT WAYNE TRAILS GOLF CLASSIC

FRIDAY, MAY 16th

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 3rd Annual Fort Wayne Trails Golf Classic at Brookwood Golf Course.



Sign up now to secure your sponsorship/team and be invoiced in April 2025. Please return registration forms to Nicole@fwtrails.org.

All sponsors will be recognized during event announcements and 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 Sponsor: \$3,000 - SPONSORED

Exclusive*

- Includes name/logo on large event banner, 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 Sponsor: \$2,000 - SPONSORED

Exclusive*

- Includes banner in lunch area, Tee Sponsor signage, name/logo large event banner and 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 large event banner and event program/website.

Beverage Cart Sponsors: \$1,000

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

Driving Range Sponsors: \$500

- Includes signage on driving range, name/logo on large event banner and event program/website

Tee Sponsors: \$200

- Includes branded signage at (1) tee box, name/logo on large event banner and event program/website



2025 PUFFERBELLY RUN, WALK, AND STROLL Saturday, July 19th



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 2025 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: \$5,000

Exclusive*

- 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 at packet pick up and table/tent at event
- Ten (10) complimentary event registrations

Silver Sponsors: \$2,500

- Medium logo on race t-shirt
- Space for vendor table and tent at event
- Five (5) complimentary event registrations

Bronze Sponsors: \$1,000

- 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



2025 BREWED IN THE FORT

Saturday, September 6th



Fort Wayne Trails is the 2025 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/Title Sponsor: \$5,000

Exclusive*

- Ten (10) Trails Rockstar VIP Tickets
- Name or logo on large VIP tent banner, visible to all attendees(1500)
- Logo on FWT social media posts, website, and Brewed IN the Fort event website, signage on tables in tent.
- Opportunity to have a vendor table at event

Rockstar Food Sponsors: \$2,500

- Six (6) Trail Rockstar VIP Tickets
- Name or logo on medium banner near food tables
- Logo on FWT social media posts, website, and Brewed IN the Fort event website

Corporate Ticket Package: \$1,500

- Ten (10) Trails Rockstar VIP tickets
- Name or logo displayed on small banner inside VIP tent
- Logo on Brewed IN the Fort event website

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: MARCH 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

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

- Water Refill
- Public Restroom
- Bike Repair
- Product Deal or Discount
- Accessible Restroom
- Other _____

TREK THE TRAILS SPONSORSHIP - DEADLINE: MARCH 1ST

- Title Sponsor* - \$5,000
- Season Sponsors - \$2,500
- Weekly Sponsors - \$1,000

ADOPT-A-GREENWAY SPONSORSHIP - DEADLINE: MARCH 1ST

- Title Sponsorship* ~~\$2,000~~

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

- ~~Main Event Sponsor* - \$3,000~~
- ~~Lunch Sponsor* - \$2,000~~
- Golfer Goodie Bag Sponsor - \$1,500
- Beverage Cart Sponsor - \$1,000
- Driving Range Sponsors - \$500
- Tee Sponsors - \$200
- Putting Contest Sponsor - \$200

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

- Gold Sponsor* - \$5,000
- Silver Sponsors - \$2,500
- Bronze Sponsors - \$1,000
- Vendor Sponsors - \$200

BREWED IN THE FORT SPONSORSHIP - DEADLINE: AUGUST 10TH

- Tent /Title Sponsor* - \$5,000
- Rockstar Food Sponsor - \$2,500
- Rockstar VIP Tickets - \$100 Each = _____
- Silent Auction Gift _____
- Corporate Ticket Package - \$1,500

Description of Item

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

* Exclusive sponsors have first right of refusal to sponsor the 2026 program at the 2025 rate.

Total Amount -

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 Nicole@fwtrails.org