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ANNUAL GALA

SPONSORSHIP PROPOSAL

With Special Honoree Bob Ross

Thursday, October 17th, 2024

Indian Trail Club
Franklin Lakes, NJ

ABOUT US



100 YEARS OF EXCELLENCE

The New York-New Jersey Trail Conference has worked tirelessly for over a century to connect people with nature across 2,165 miles of public trail lands across two states. Help us celebrate 104 years of dedicated service to maintain and preserve our region's parks and trails through sponsorship of our Annual Gala while helping to advance your business interests.

THE EVENT

Our Annual Gala will be attended by over 200 of our major donors, corporate supporters, and influential luminaries on Thursday, October 17, 2024, surrounded by an idyllic setting at Indian Trail Club in Franklin Lakes, NJ.

We will be honoring Bob Ross, philanthropist, environmentalist, and longtime Trail Conference champion. Bob's conservation work and passion to protect the outdoors has created a lasting impact throughout this region for generations to come.

PROMOTION & AWARENESS

The Trail Conference will promote our Gala sponsors across a multitude of platforms including;

Digital

- **Our popular website**
 - 1.5 million unique page views
 - Over 765,000 new visitors per year
- **Our social media channels**
 - Nearly 37k followers across all accounts with combined reach of 630.3k
 - Facebook, Instagram, LinkedIn
- **Regularly scheduled e-mails featuring sponsor logos to over 17,000 subscribers**

Print

- **Our Trail Walker newsletter**
 - 5,500 recipients
- **Event Save-the-date postcards and invitations**
 - 1,000 recipients
- **Event program and signage**
 - 200 guests

SPONSORSHIP PACKAGES



Sponsorship packages feature a multitude of fantastic benefits tailored to your business interests. Additionally, a Gala sponsorship helps the Trail Conference advance its mission to build, protect, and maintain public hiking trails throughout New York City, Northern New Jersey, the Catskills, and the Hudson Valley!
























Advertisement Exposure

Sponsorship Level & Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Category Exclusivity	●				
Official Press Release: Name Mention	●	●	●		
Logo Featured on Invitation	●	●	●	●	
Logo Featured on Gala Website	●	●	●	●	●




Digital Media

Electronic Newsletter: Banner Ad	●	●			
Social Media: Dedicated Business Thank You Post	●	●	●		
Social Media: Group Sponsors Thank You Post	●	●	●	●	●

Event Day Exposure

Sponsorship Level & Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Program Ad: Full Back Cover					
Program Ad: Full Front Inside Cover					
Step & Repeat: Logo Placement					
Verbal Recognition by Master of Ceremonies					
Logo Featured on Event Banner					
Table (10 Tickets) \$3,000 value					
Individual Tickets (\$325 value per person)		7 Tickets	5 Tickets	3 Tickets	2 Tickets
Program Ad			Full	Half	Quarter
Program Logo					
Program Ad: Digital					

Year-Round Exposure

Sponsorship Level & Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Electronic Newsletter: Banner Ad (Winter and Summer Editions)					
Social Media	2 Dedicated Posts (Winter & Spring)	2 Dedicated Posts (Winter & Spring)	1 Dedicated Post (Winter)		
Trail Walker Printed Magazine Ad	Large Ad Editions (Spring)	Large Ad (Spring)	Medium Ad (Spring)	Medium Ad (Spring)	
Customized Company Outing and Team Building Opportunity					





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THANK YOU!

CONTACT US

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