



TRAIL FORUM

Advancing the Carolina Thread Trail



2022 Sponsorship Packet

DECEMBER 1, 2022

The Charles Mack Citizenship Center
Mooresville, NC 28115



CAROLINA
THREAD
TRAIL.

About



Trail Forum is the Carolina Thread Trail’s annual day-long educational event that convenes over 200 industry professionals and citizen leaders with a common mission of advancing trail opportunities in our region and beyond.

Carolina Thread Trail is proud that 2022 represents the 15th consecutive year of hosting Trail Forum, which remains the largest recurring trail conference in the Carolinas. Attendees are afforded excellent opportunities to learn about current issues, foster peer-to-peer relationships, and collaborate on overcoming challenges of a developing trail network.

Participants are able to choose from a diversified menu of impactful concurrent sessions throughout the day. Additionally, Trail Forum will continue the traditions of hosting a highly-respected and dynamic speaker during the lunch hour.

We’re also excited to announce that Trail Forum will serve to kickoff “NC Year of the Trail 2023” – designated by the NC legislature. This is a huge opportunity to showcase, celebrate and advocate for our the state’s extensive and growing trail system. Because Trail Forum is held in December, we will be including a special program to recognize and launch into what is going to be a very special year for trails in North Carolina.





TRAIL
FORUM

Advancing the Carolina Thread Trail

2022 Schedule

- | | |
|--------------------|--|
| 8:30 - 9:00 a.m. | Check in and Networking |
| 9:00 - 9:30 a.m. | Welcome, Breakfast and Carolina Thread Trail Year in Review |
| 9:40 - 10:40 a.m. | Session #1 |
| 11:00 - 12:00 p.m. | Session #2 |
| 12:00 - 1:30 p.m. | Lunch and Keynote Address: The Future of Parks, Trails and Open Space with Mitchell Silver |
| 1:40 - 2:40 p.m. | Session #3 |
| 2:50 - 4:00 p.m. | Year of the Trail Celebration |

**Schedule subject to change*

Why Sponsor?

The Carolina Thread Trail offers numerous health, economic and environmental benefits for everyone, in every community. Sponsorship positions your organization as a key partner in protecting our natural resources and making our region more livable and desirable. Plus, you receive recognition throughout our channels and exposure to our community of dedicated supporters!

OUR REACH

800K+

Annual
website visits

25K+

Social media
followers


6K+

E-News
subscribers

2,500

Newsletter
mailing list

Sponsorship Opportunities

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$10,000	LUNCH SPONSOR \$5,000	SUPPORTING SPONSOR \$3,000	FRIEND \$1,500	EXHIBITOR \$500
Recognized as the title sponsor "Trail Forum presented by (Your Company Name)."	Sold! 	Sold!			
Opportunity to speak at welcome (2 mins)					
Headlining logo and link on event webpage					
Logo included on table signage for lunch + recognition before the keynote presentation					
E-Newsletter spotlight (6,000+ recipients)					
Company name/tag inclusion included in promotional social media posts					
Logo inclusion on onsite signage (to commensurate with sponsorship level)					
Company recognized and thanked at event					
Recognition on event invitations (2,500+ recipients)					
Recognition on print newsletter (2,500+ recipients)					
Opportunity to have a table at the event					
Company logo and link placement on event webpage					TEXT
Tickets to the event	10	8	6	4	2

INTERESTED IN SPONSORING?

Contact Alesia Dicosola | alesia@catawblands.org

DEADLINE:

NOVEMBER 10, 2022



TRAIL
FORUM

Enhancing the Carolina Thread Trail

Trail Forum Sponsorship Form

Company Name: _____

Address: _____ City/State/Zip: _____

Contact Name: _____

Phone: _____ Email: _____

Sponsorship Level/Amount: \$ _____

**Contributions are tax-deductable except for the fair market value of the event ticket*

Method of Payment: *please select one*

- ☐ Check enclosed (please make payable to Carolina Thread Trail)
- ☐ Credit Card (please call Alesia at 704-342-3330 x1205)
- ☐ Please send invoice to address listed above

Signature: _____ Date: _____

Thank you for your generous support!

Please return this form to:

Carolina Thread Trail

2400 Park Rd. Suite 1, Charlotte, NC 28203

or email to: alesia@catawbalds.org