

# 2024 *Sponsor Opportunities*

**Show the community  
you support Pueblo's trails!  
Become a sponsor.**



[www.socotrails.org](http://www.socotrails.org)



# Who Is SCTB?

Through trail stewardship, volunteerism, education, and community engagement, we are working towards a strong future for trail-based recreation in Southern Colorado

# WHAT WE'RE ABOUT

# TRAIL WORK EDUCATION OUTREACH

## RECENT ACCOMPLISHMENTS

- Annually host Southern Colorado Trails Bash (now in its ninth year) - A local community event to celebrate and encourage trail-based recreation throughout the region.
- 2019: Completion of 100% volunteer, hand-built 1.8 mile Carhart Trail inside the Pueblo Mountain Park in Beulah over a two year period.
- 2020: After 6+ years of work alongside federal and state land managers, achieved formal recognition of trails at Lake Pueblo State Park. Nominated for CPW partner of the year.
- 2022: Managed a \$250,000 trail improvement project at Lake Pueblo State Park including new trail reroutes, new signage, and improved trail safety and sustainability.
- 2021-2023: Successive growth in volunteer trail work hours each year amounting to more than 2,000 volunteer trail work hours over a three year period. New Trail Crew Leader Program in 2023.
- 2023: Received \$20,000 Rawlings Foundation Grant for the purchase of augmented tools and equipment allowing additional volunteer capacity to be leveraged for trail work in the community.
- 2023: Hosted first of its kind in the region Women's MTB Clinic bringing in world renowned mountain bike instructors, welcoming 28 women from across Colorado to Lake Pueblo State Park.

# 2024 Sponsorship Opportunities



Sponsor Tier	Donation	Exhibition space at all events	Event banner logo	Logo on schedule pages & handouts	Logo on event page	Dedicated social tags & mentions	Logo on fliers	Event emails	Emcee mention	Items at sign-in table
Gold	\$2,500	10'x10'	Large	Yes	Large, linked	2	Large	Large, linked	Yes	Yes
Silver	\$1,500		Medium	Yes	Medium, linked	1	Medium	Medium, linked	Yes	Yes
Bronze	\$500		Small	Yes	Small			Small	Yes	Yes
Blue	\$250		Small		Small			Small	Yes	Yes

- Event Banner
  - 3x5 event banner to be displayed at all 2024 events. Logo will be included alongside other sponsors, size based on support level.
- Event Web Page
  - 7600+ annual site visits
  - Logo will be included on all pages alongside other sponsors, size based on support level
- Social accounts
  - Lake Pueblo Trails: 3,500 Facebook followers; 932 Instagram followers
  - SCTB: 1,400 Facebook followers; 600 Instagram followers
- Email outreach
  - 800+ regional contacts with links to outdoor recreation, trail use, and volunteerism
- Fliers
  - 100 full color 8.5"x11" fliers will be posted at local and regional businesses
- Sign-In Table
  - Sponsor items/promo may be displayed at sign-in table



# Gold Sponsor

Commitment: \$2,500



## Digital Opportunities:

- Logo on footer of all pages of website
- Large logo on Sponsor page
- Large logo on email communications regarding:
  - Community meetups (x12 / year)
  - Trail Work Days (x12 / year)
  - Trails Bash (approx. 5)
  - Women's Clinic (approx. 5)
- 1 dedicated social post per year, to be created by sponsor (pending editorial approval by SCTB)
- 1 dedicated email (date of sponsor's choosing, pending availability) to include logo and 50-word business description
- Social tags on all related-community event social posts

## Presence at Events

- Large logo on banner that will be prominently displayed at Trails Bash and Women's Clinic
- Large logo on print materials for each event
- Branded items placed at sign-in table front and center
- Emcee announcements throughout the event

*\*The number of promotional posts may vary according to the number of weeks remaining before the event at the time of the signature of the contract.*



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Questions? Please email us: [board@socotrails.org](mailto:board@socotrails.org)

# Silver Sponsor

Commitment: \$1500



## Digital Opportunities:

- Logo on footer of all pages on website
- Medium logo on Sponsor page
- Medium logo on email communications regarding:
  - Community meetups (x12 / year)
  - Trail Work Days (x12 / year)
  - Trails Bash (approx. 5)
  - Women's Clinic (approx. 5)
- 1 dedicated social post per year, to be created by sponsor (pending editorial approval by SCTB)
- Social tags on all related-community event social posts

## Event Presence

- Medium logo on banner that will be prominently displayed at Trails Bash and Women's Clinic
- Medium logo on print materials for each event
- Branded items placed at sign-in table
- Emcee announcements throughout the event

*\*The number of promotional posts may vary according to the number of weeks remaining before the event at the time of the signature of the contract.*



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# Bronze Sponsor

**Commitment: \$500**



## Digital Opportunities:

- Logo on footer of all pages on website
- Small logo on Sponsor page
- Small logo on email communications regarding:
  - Community meetups (x12 / year)
  - Trail Work Days (x12 / year)
  - Trails Bash (approx. 5)
  - Women's Clinic (approx. 5)
- Social tags on all related-community event social posts

## Event Presence

- Small logo on banner that will be prominently displayed at Trails Bash and Women's Clinic
- Branded items placed at sign-in table
- Emcee announcements throughout the event

*\*The number of promotional posts may vary according to the number of weeks remaining before the event at the time of the signature of the contract.*



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# Blue Sponsor

**Commitment: \$250**



## Sponsor an Event!

### Trail Work Days

- \$250 covers meals for our volunteers
- Your logo and a 50-word business description will be on the event description page on the site as well as the email that goes to the full SCTB email list
- Announcement regarding the sponsorship at the previous community meetup and the trail day event

### Community Meetup

- \$250 allows SCTB to purchase an appetizer for all attendees, making the environment even more welcoming. These funds will also go towards our operating costs including insurance, website and service fees.
- Opportunity to make a 5-minute presentation at the community meetup.
- Company logo and 50-word business description in meetup reminder email that goes to the full SCTB email list.

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