



Bay Area Ridge Trail

2024 Sponsorship Opportunities

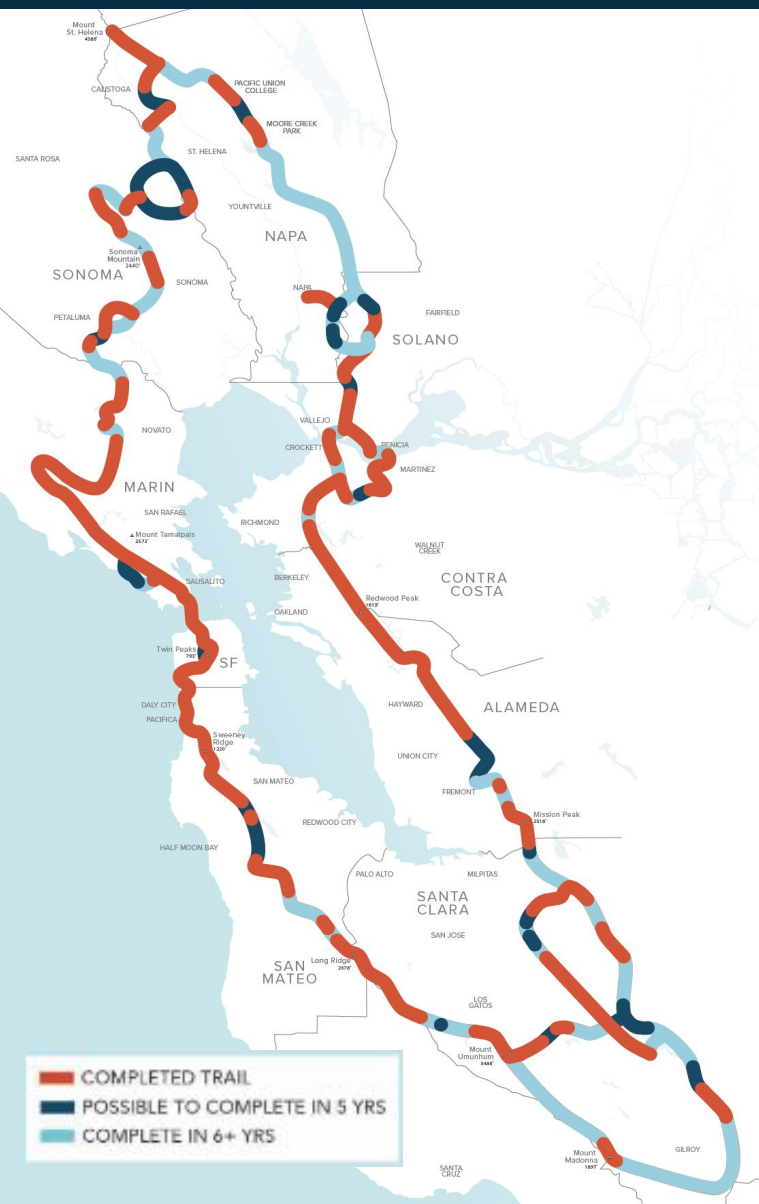


About the Ridge Trail

The Bay Area Ridge Trail Council is a 501(c)(3) non-profit organization established in 1992 serving communities throughout the greater Bay Area.

With a mission to plan, promote and sustain a connected hiking, cycling and equestrian trail on the ridgelines around San Francisco Bay – linking people, parks and open space for today and future generations, the Ridge Trail is:

- A multi-use trail system along the ridgelines of Bay Area open for hikers, runners, mountain bikers, and equestrians
- Over 400 completed miles open today and ready to explore, of the total 550 planned miles
- Connects over 75 parks and open spaces in 35 regional partners across nine counties
- Audience reach throughout the 9-county Bay Area including active and loyal trail enthusiasts, open space and park supporters, and a growing number of distance hikers, bikers, runners and equestrians.
 - Email Subscriber list 14,000+
 - Annual Membership 5,000+
 - Facebook following 8,500+
 - Instagram following 3,000+
 - Twitter following 2,500+





2024 Signature Events



Date: Saturday, April 13th

Description: A fully-supported trail outing with trail-side lunch, swag and prizes for hikers, runners, mtn bikers, and equestrians.

Location: Marin Headlands

Audience: 400 participants

More Info: Ridge to Bridge participants raise additional funds to support the Ridge Trail Council via peer-to-peer fundraising.



Dates: Spring/Summer

Description: A virtual event, with 30 curated trail adventures around the Ridge Trail to explore, post results and win prizes.

Locations: Trails in all 9 counties

Audience: ~500 registered participants

More Info: The self-guided adventures include hiking, biking and riding, plus trail stewardship and gets people out to explore new sections of the Ridge Trail.



Date: Saturday, November 2nd

Description: 12+ trail projects all around the Bay Area supported by 10+ partners and 400+ volunteers activated to build and maintain the Ridge Trail.

Locations: Projects in all 9 counties

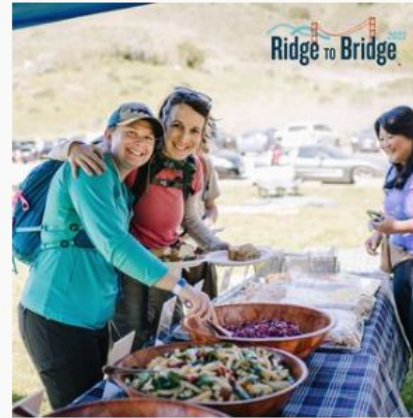
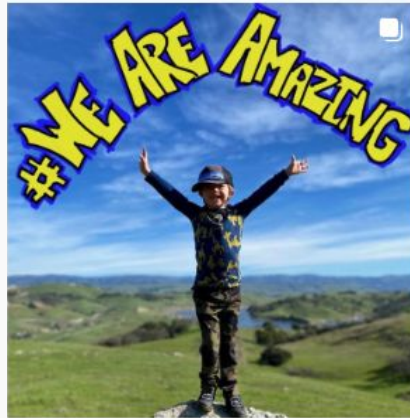
Audience: 400+ volunteers

More Info: Ridge Trail Council partners with over 10 local parks and land managers making Ridge Trail Service Day the largest single volunteer trail event in one day.



Ridge Trail Audience & Reach

- Ridge Trail's 20,000+ audience includes members, subscribers, web, social media, events
- Monthly email blasts reaches over 14,000 trail supporters in the greater Bay Area
- Loyal and dedication membership of over 5,000 outdoor enthusiasts
- Engaged social media followers on Facebook, Instagram, and Twitter





Sponsorship Levels

Contact us to
customize a
sponsorship level
that works
for you!

Trail Ally \$500+

- Sponsorship listing on web and online / print event materials

Trail Boss \$2500+

- Sponsorship listing on online + print event materials
- Acknowledgement in annual report
- Spotlight in e-newsletter (14k+ subscribers)
- Social media shout-out

Trail Hero \$5000+

All Trail Conservationist benefits plus:

- Lead Sponsorship for 2023 RT Challenge
- Larger logo placement on Ridgetrail.org and on event online + print materials
- Multiple social media shout-outs + boosted posts
- Early bird registration for your team / employees for future RT stewardship and trail events
- Adopt-a-trail opportunities subject to approval

Swag Sponsor: In-kind gear donation

- Sponsorship listing on online + print event materials
- Other benefits depending on gear donation value





Thank you!

Contacts

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