

SALIDA MOUNTAIN TRAILS


SPONSORSHIP OPPORTUNITIES

2025 - 2026

Salida Mountain Trails (SMT) is a 501c3 nonprofit whose mission is to create and maintain sustainable, multi-use trails; steward public lands; and promote a vibrant trail community. EIN: 46-2608985



 PO Box 612
Salida, CO 81201

 info@salidamountaintrails.org
www.salidamountaintrails.org



 @salidamountaintrails

 @salidamountaintrails

CASH SPONSORSHIP

BRONZE

\$250 - \$499 PER YEAR

Sponsor logo linked on SMT website + listed in monthly newsletter

Sponsor logo included in SMT annual report

SILVER

\$500 - \$999 PER YEAR

Sponsor logo linked on SMT website + listed in monthly newsletter

Sponsor logo included in SMT annual report

1 SMT hat and 1 pair of SMT socks

GOLD

\$1000 - \$2499 PER YEAR

Sponsor logo linked on SMT website + listed in monthly newsletter

Sponsor logo included in SMT annual report

1 SMT hat and 1 pair of SMT socks

1 social media thank-you post promoting partner's business

SUSTAINING

\$2500 - \$3500 PER YEAR

Sponsor logo linked on SMT website + listed in monthly newsletter

Sponsor logo included in SMT annual report

2 SMT hats/socks/shirt of your choice

1 social media thank-you post promoting partner's business

Sponsor logo on event flyers for Spring Kickoff (May) and Member Party (October); sponsor social media tagged in relevant event posts

Sponsor logo on 4 trailhead signs (F Street, CR108, CR110, Spiral Drive) for 1 year (March 2025-Feb. 2026)

TRAILBLAZER

\$3500+ PER YEAR

All the acknowledgement as Sustaining, plus...

Featured sponsor of Salida Youth Cycling (SYC)! Logo on coach jerseys, participant T-shirts, and SYC website. Social media shoutout specific to SYC.

Shoutout at Spring Kickoff and Member Party

Big check photo with SMT staff/board. Photo included in SMT newsletter; shared with local media; and included in social media post

CASH SPONSORSHIP



YOUR LOGO HERE



BIG CHECK PHOTO

1% for Trails

Allow your customers to easily support SMT by joining our 1% For Trails Program. In this program, local businesses add an optional 1% (or 0.5%) to pretax sales, and donate proceeds to SMT. Email us for more details: info@salidamountaintrails.org

I N - K I N D SPONSORSHIP

In addition to cash sponsorships, SMT accepts in-kind donations, including:

- Auction/raffle items for events
- Food/drinks for volunteer trail projects
- Trail tools and storage

In-kind donations are eligible for the same sponsor recognition as shown on page 2. Want to donate a mix of cash and in-kind? That works too.



A SMALL SAMPLING OF AUCTION ITEMS AT THE 2022 MEMBER PARTY

SPONSORSHIP DEADLINES

Cash sponsorship

The following are the 2025/26 sponsor commitment deadlines to have your logo appear on:

2025 Fall Fundraiser Poster — October 1, 2025

2026 Trailhead signs — January 31, 2026

2025 Spring Kickoff Poster — January 31, 2026

In-kind sponsorship

Raffle/auction items — October 1, 2025

Please send sponsorship contributions via check to the PO Box below (preferred), or pay online at salidamountaintrails.org/donate.

SPONSORSHIP REACH

Trips per year on SMT trails:
405,000

Facebook followers: 8,800

Instagram followers: 3,900

Newsletter subscribers: 1,700

Members: 370

Spring Kickoff attendees: ~200

Member Party attendees: ~300



YOUR SPONSORSHIP SUPPORTS

Trail maintenance — More than 3,300 hours in 2024!

New trails — Backside (2023) and Maybe (2024), and Salida Bike Skills Park.

Volunteer engagement — 1,500 hours of volunteer trail work in 2024

Conservation — 1000+ pounds of trash removed from F Street Trailhead in one event (Clean Up Green Up 2024)

Kids on bikes - SMT's newest program: Salida Youth Cycling

Public Land Stewardship — SMT is a leading partner developing the Chaffee County Trails and Conservation Plan



ABOUT SALIDA MOUNTAIN TRAILS

MISSION

Founded in 2004, Salida Mountain Trails (SMT) is a nonprofit that plans, builds, and maintains trails in Chaffee County, Colorado. SMT's mission is to steward a world-class trail network that supports a high quality of life and a strong local economy. We envision a sustainable, accessible and enjoyable trail network that offers an array of outdoor recreation opportunities and delivers myriad mental and physical health benefits to residents and visitors alike. Today, SMT stewards 70 miles of singletrack—and counting.

Building upon all our success in 2024, in 2025 SMT plans to:

- * Hire a full-time, seasonal Trail Crew Lead to complement our Trail Manager.
- * Develop a Strategic Plan—the first in SMT's history—to guide our organization into future.
- * Finalize the Chaffee County Trails and Conservation Plan, which will steer the next 20 years of trail development.
- * Obtain grant funds to complete Phase 2 of the Bike Skills Park.
- * Teach mountain bike skills to 140 local kids through our new Salida Youth Cycling program.
- * Log more than 4,400 hours of trail maintenance (a 33% increase YOY).
- * Complete the Burmac Trailhead Transformation, turning the trailhead into a safe, clean and inviting hub for the Methodist Mountain Trails.
- * Train 2-3 new Crew Leads and at least 5 new Trail Stewards, to grow our trail work capacity.
- * Lead 6 monthly ShinDigs (large-scale volunteer events), including a big project on National Trails Day.
- * Host 2-3 major clean-up events to remove trash and dog poop from public lands.
- * Partner with Buena Vista Singletrack Coalition (BVSC) to complete a long-awaited reroute of the Midland Trail.

And much, much more...

	BRONZE \$250 - \$499 PER YEAR	SILVER \$500 - \$999 PER YEAR	GOLD \$1000 - \$2499 PER YEAR	SUSTAINING \$2500 - \$3500 PER YEAR	TRAILBLAZER \$3500+ PER YEAR
Sponsor logo linked on SMT website + listed in monthly newsletter	✓	✓	✓	✓	✓
Sponsor logo included in SMT annual report	✓	✓	✓	✓	✓
SMT hat (or socks/shirt of your choice)		✓	✓	✓ ✓	✓ ✓
1 social media thank-you, alongside other sponsors			✓	✓	✓
1 social media thank-you post featuring partner's business (see example below)				✓	✓
Sponsor logo on event flyers for Spring Kickoff (May) and Fall Party (October/November); sponsor social media tagged in relevant event posts				✓	✓
Sponsor logo on 4 trailhead signs (F Street, CR108, CR110, Spiral Drive) for 1 year (March 2024-Feb. 2025)				✓	✓
Featured sponsor of Salida Youth Cycling (SYC)! Logo on coach jerseys, participant T-shirts, and SYC website. Social media shoutout specific to SYC.					✓
Shoutout at Spring Kickoff and Member Party					✓
Big check photo with SMT staff/board. Photo included in SMT newsletter, shared with local media, and included in social media post [Optional]					✓