

SALIDA MOUNTAIN TRAILS

SPONSORSHIP OPPORTUNITIES

2024 - 2025

Salida Mountain Trails is a 501(c)(3) nonprofit that plans, builds and maintains singletrack around Salida, Colorado. EIN: 46-2608985



 PO Box 612
Salida, CO 81201

 info@salidamountaintrails.org
www.salidamountaintrails.org



 [@salidamountaintrails](https://www.instagram.com/salidamountaintrails)

 [@salidamountaintrails](https://www.facebook.com/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 - \$3499 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...

Shoutout at Spring Kickoff and Member Party

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

Logo on Banana Belt MTB Race flyer, T-shirt + event website

Sponsor social media tagged in relevant Banana Belt posts

CASH SPONSORSHIP



YOUR LOGO HERE



BIG CHECK PHOTO

1% for Trails

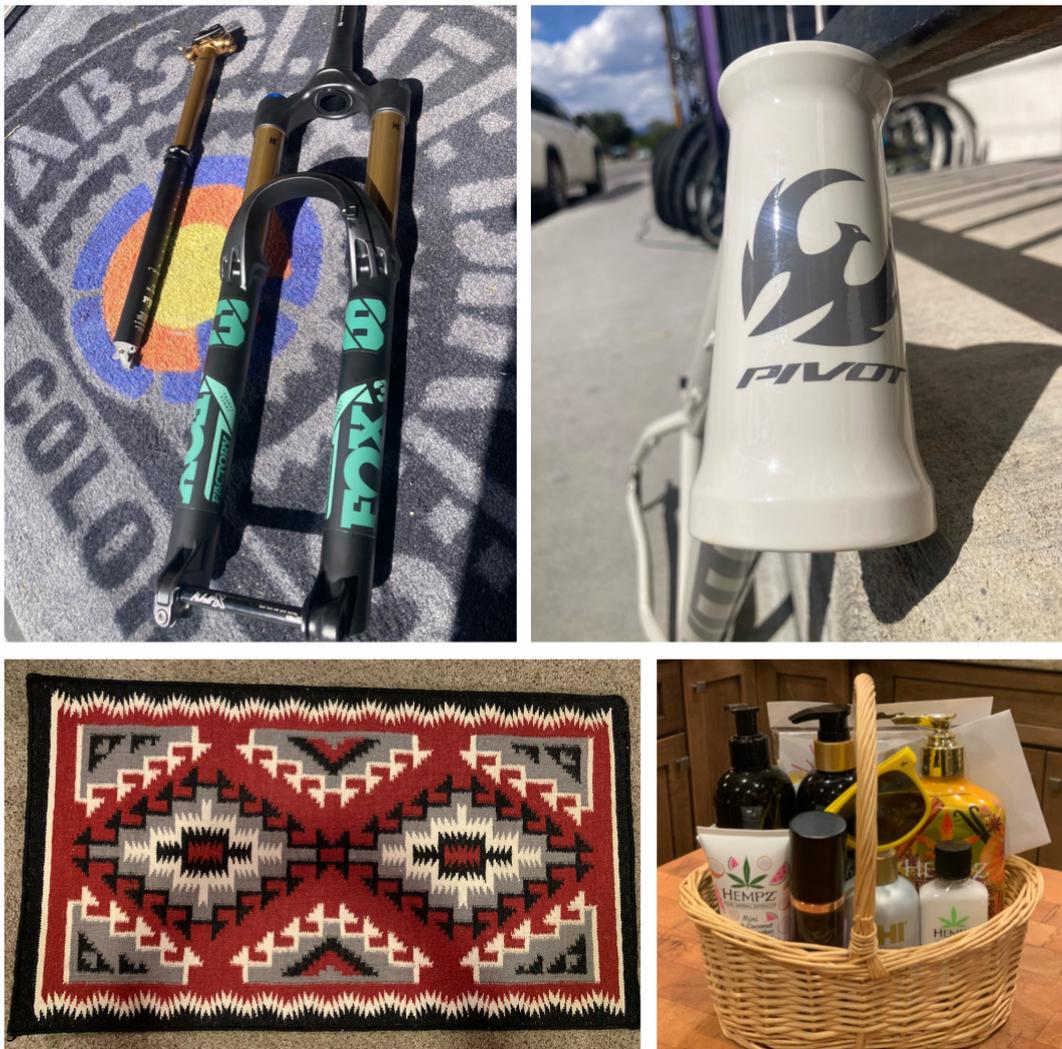
Allow your customers to easily support SMT by joining our 1% For Trails Program. In this program, local businesses add an optional 1% (or 0.5%) to pretax sales, and donate proceeds to SMT. Email us for more details: info@salidamountaintrails.org

IN-KIND SPONSORSHIP

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

- Auction/raffle items for events
- Food/drinks for volunteer trail projects
- Prizes for Banana Belt MTB Race winners
- 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 this year's sponsor commitment deadlines to have your logo appear on:

2024 Banana Belt flyer and T-shirt— August 1, 2024

2024 Member Party flyer — September 1, 2024

2025 Trailhead signs — January 31, 2025

2025 Spring Kickoff flyer — January 31, 2025

In-kind sponsorship

Spring Kickoff door prizes — April 30, 2024

Banana Belt MTB Race Prizes — September 1, 2024

Raffle/auction items — October 1, 2023

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:
345,000

Facebook followers: 7,700

Instagram followers: 2,700

Newsletter subscribers: 1,500

Members: 330

Spring Kickoff attendees: 200-
250

Member Party attendees: 300+

Banana Belt riders+ spectators:
250+



YOUR SPONSORSHIP SUPPORTS

Trail maintenance — More than 2,800 hours in 2023!

New trails — Rise-N-Shine (2021/22) Backside (2023) and Maybe (coming 2024!)

Volunteer engagement — 1,270 hours of volunteer trail work in 2023

Conservation — 4,500lbs of trash removed from Burmac Trailhead on National Public Lands Day

Youth engagement (eg. work with Salida Racing, Southwest Conservation Corps)

Trail advocacy — 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 65 miles of singletrack—and counting.

Building upon all our success in 2023, in 2024 SMT plans to:

- * Build a new trail, making official a longstanding user-created route.
- * Develop a bike park at the base of S Mountain for kids and beginners to develop skills, and for riders of all ages to have fun.
- * Reroute fall-line parts of Dream On to improve user experience, minimize erosion, and reduce future maintenance needs.
- * Reroute and improve Race Track to enhance user experience, increase sustainability, and return the trail to its intended green/beginner-friendly rating.
- * Log more than 3,080 hours of trail maintenance (a 10% increase YOY).
- * Train 5-6 new Crew Leads, and 10+ Trail Stewards, to grow our trail work capacity.
- * Host 6 monthly ShinDigs (large-scale volunteer events), including a big project on National Trails Day.
- * Transform the Burmac Trailhead into a safe, clean and inviting hub for the Methodist Mountain Trails.
- * Adopt 5.2 miles of the iconic Monarch Crest, and lead a volunteer project there.
- * Advance the Chaffee County Trails System and Conservation Plan, identifying a list of "Top 10" critical needs and opportunities by Fall 2024.

And much, much more...