



SPONSORSHIP OPPORTUNITIES

MAY 30 – JUNE 2, 2024

HIKE BIKE PADDLE EXPLORE



THE DETAILS

WHEN | *THURSDAY, MAY 30 – SUNDAY, JUNE 2, 2024*

Coinciding with National Trails Day, NC Trail Days is held annually the 1st Weekend in June.

WHERE | *ELKIN + JONESVILLE, NORTH CAROLINA*

Elkin + Jonesville are premier examples of Trail Towns. 3 Major Trails converge all in Downtown Elkin - The Mountains-to-Sea Trail, the Over-Mountain Victory National Historic Trail & The Yadkin River State Trail, (not to mention dozens of other local and State Park trails!) making our community a perfect destination for outdoor enthusiasts! Elkin makes for the perfect basecamp to 2 state parks and multiple state and national trails.

WHY | *TO PROMOTE + CELEBRATE OUTDOOR RECREATION!*

NC Trail Days celebrates the outdoor recreation opportunities and nature-inspired character that Elkin, Jonesville and “The Great Trails State”, North Carolina, foster.

WHAT | *OUTDOOR ACTIVITIES, VENDORS + MORE!*

The 4-day festival consists of guided and self-guided outdoor activities including informational hikes, Yadkin River kayak paddles, rock climbing instruction, greenway trail races, environmental science talks, and evening entertainment. A collection of unique themed hikes range from waterfalls and plein-air painting to moonshine still site discoveries, and from short distance like casual dog walks to weekend-long distance such as the new Segment 6 Mountains-to-Sea Trail thru-hike. There is a hike and activity for all levels of outdoor enthusiasts and hikers. NC Trail Days offers a variety of ways for both locals and visitors to get engaged and enjoy the great outdoors.

THURSDAY

Guided Hikes
Educational Seminars
Welcome Gathering

FRIDAY

Guided Hikes
Yadkin River Clean Up
Block Party
Community Drum Circle

SATURDAY

Guided Hikes
Yadkin River Excursion
Speaker Series
NC MST Thru-Hiker Parade
Outdoor Gear Demos
Downtown Music Trail

SUNDAY

Guided Hikes
Local Vineyard Events

SPONSORSHIP LEVELS

PRESENTING SPONSOR | \$5,000 INVESTMENT

- Level specific company logo recognition on home page of www.nctraildays.com.
- Level specific company logo recognition on festival banners at prime venues throughout the festival weekend.
- Company logo on all festival promotion (excluding billboards).
- Complimentary booth at Downtown Vendor Village on Saturday, June 1.
- Mentions on radio, interviews, public discussions and print publications.
- Individual social media shout outs and logo placement.

SUMMIT SPONSOR | \$2,500 INVESTMENT

- Level specific company logo recognition on www.nctraildays.com.
- Level specific company logo recognition on festival banners at prime venues throughout the festival weekend.
- Naming rights on specific trail-themed event/activity (i.e. - Hiking, Biking, Paddle, Climbing, etc.).
- Example: Yadkin River Excursion Sponsored by _____.
- Complimentary booth at Downtown Vendor Village on Saturday, June 1.
- Individual social media shout outs.

TRAILBLAZER SPONSOR | \$1,000 INVESTMENT

- Level specific company logo recognition on www.nctraildays.com.
- Level specific company logo recognition on festival banners at prime venues throughout the festival weekend.
- Naming rights on specific non-trail themed event/activity (i.e. - arts, music, entertainment)
- Example: Downtown Music Trail Sponsored By _____
- Social media shout outs with other sponsors of the same level.

TRAIL AMBASSADOR SPONSOR | \$500 INVESTMENT

- Level specific company logo recognition on www.nctraildays.com.
- Level specific company logo recognition on festival banners at prime venues throughout the festival weekend.
- Social media shout outs with other sponsors of the same level.

BE A FRIEND OF NC TRAIL DAYS

FAMILY/ SMALL BUSINESS

\$250 INVESTMENT

- Annual Friend of NC Trail Days Gift (x2)
- Company recognition on www.nctraildays.com
- Company recognition on event banners throughout the festival weekend.

COUPLE/INDIVIDUAL

\$100 INVESTMENT

- Annual Friend of NC Trail Days Gift.
- Name recognition on www.nctraildays.com
- Name recognition on event banners throughout the festival weekend.

A LETTER FROM THE FESTIVAL DIRECTOR

The 'Great Trails State' is not a temporary marketing tactic, it's a permanent brand. 2023 was deemed 'Year of the Trail', marking the 50th anniversary of the North Carolina Trails System Act. Communities across the state celebrated by hosting special events, developing new trails and opening recreation outlets, allowing them to thrive as tourism destinations and foster healthy infrastructure for their citizens. Trails are a critical part to the \$28 billion outdoor recreation economy of this state - a major asset for prosperity and an exciting one at that. We celebrate NC Trail Days annually in Elkin and Jonesville. We recognize the collaborative culture of 'trail towns' where it all begins, and the spirit of community which they champion. You are encouraged to experience this event, interact with the individuals and groups who are the heart of the trails, and ultimately see why Elkin and Jonesville are leaders as trail towns.

Happy Trails,



Logan Haynes, Festival Director
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