



SPONSORSHIP OPPORTUNITIES

JUNE 5-8, 2025

HIKE BIKE PADDLE EXPLORE



THE DETAILS

WHEN | *THURSDAY, JUNE 5 - SUNDAY, JUNE 8*

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 casual dog walks to the new Triathlon (Kayak, Bike, Run). 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
'Toast to Trails' Kickoff
& NCTD Dinner

FRIDAY

Guided Hikes

Yadkin River Clean Up
Live Music
NC MST Thru-Hiker Parade
& Friday Night Live

SATURDAY

Guided Hikes

Yadkin River Excursions
Main Street Festivities &
Downtown Music Trail
Overland 'Rig Revival'
Showcase

SUNDAY

Yadkin River Excursions

NEW Trail Relay
Marathon
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 Vendor Village on Saturday, June 7.
- 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 _____.
 - Available Events: *NEW* Driathalon, MST Segment 6 Hike, MST Segment 6 Paddle, Welcome Gathering, Friday Night Gathering, Main Street Events, Vendor Village, Downtown Music Trail
- Complimentary booth at Vendor Village on Saturday, June 7.
- 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 your choice of guided hike
 - Example: Naturalist Hike: 'Some Feed Us, Some Heal Us, Some Kill Us', presented by YOUR BUSINESS!
- 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
- 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 more than a marketing tactic, it's what North Carolina is. We continue to recognize and celebrate our trails, rivers and open space as natural assets worth enjoying and protecting. Thanks to these assets, North Carolina fosters a vibrant tourism economy. Still, as thrilling as economic prospects may be for some, it's the natural wonders that excite passion for all to uphold the Great Trails State name. This is one reason we celebrate NC Trail Days annually in Elkin and Jonesville, but another is because of the collaborative culture that 'trail towns' impress on one another. Like interconnected trail systems, our state is a network rich with natural wonder and resiliency which define that culture. While unprecedented changes such as the 2024 devastation from Hurricane Helene, may leave scars, they do not compromise the resilient character born from this culture that we've created together.

That is greater than any tagline and worth celebrating. Every year. We invite you to not only support but attend NC Trail Days in 2025. Experience a weekend full of outdoor recreation, natural wonder and community engagement, and you'll be reminded why Elkin and Jonesville are leaders as trail towns.

Happy Trails,



Logan Haynes, Festival Director
logan@exploreeelkin.com

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Guided Hikes
Yadkin River Excursions
Main Street Festivities
Outdoor Gear Demos
Downtown Music Trail
Overland Camping Showcase

SUNDAY

Yadkin River Excursions
New Triathlon
Guided Hikes
Local Vineyard Events