



TRAIL OF JOHNSON COUNTY 2018 CORPORATE SPONSORSHIP OPPORTUNITIES

Community Event Sponsor

\$1,000

- Opportunity to attach sponsor's name to a large-scale public event (e.g., presentation, guest speaker, film, panel discussion, other) on a topic of interest to the TRAIL audience; or to sponsor TRAIL's first anniversary celebration (April 2018), to which TRAIL members, donors, volunteers and vendors are invited
- Sponsored event may be one that TRAIL already has planned or may be a topic and/or speaker to be mutually agreed upon by TRAIL and the Community Event Sponsor
- Community Event Sponsor recognition includes:
 - TRAIL-generated news release about the event and sponsorship for distribution to local media (for public event)
 - Story and sponsor logo on TRAIL website and on website Calendar page (for public event)
 - Story and sponsor logo in "TRAIL Guide" newsletter in advance of the event
 - Sponsor name and logo on all other event-related materials and promotions distributed prior to and at the event
 - Opportunity to distribute sponsor materials (e.g., brochure) at sponsored event
 - Opportunity to introduce speaker and/or make brief opening remarks at sponsored event
 - Listing in the honor roll of contributors on the TRAIL website

TRAIL Annual Donor Appreciation Event Sponsor

\$500

- Opportunity to attach sponsor's name to TRAIL's annual donor appreciation event, held in the fall, to which all TRAIL donors (100+) are invited
- Donor Appreciation Event Sponsor recognition includes:
 - Story and sponsor logo in "TRAIL Guide" newsletter in advance of the event
 - Sponsor name and logo on all event-related materials and promotions (e.g., event program, event banner) distributed prior to and at the event
 - Opportunity to distribute sponsor materials (e.g., brochure) at sponsored event
 - Listing in the honor roll of contributors on the TRAIL website

“Living Well” Series Sponsor

\$250

- Opportunity to attach sponsor’s name to four consecutive monthly presentations in our “Living Well” event series for TRAIL members; past speakers have addressed topics such as fraud prevention and downsizing (“Living Well” topics and speakers are selected by TRAIL staff and volunteers)
- “Living Well” Series Sponsor recognition includes:
 - Sponsor name and logo on TRAIL website Calendar page for all sponsored events
 - Sponsor name and logo in all “TRAIL Guide” newsletter features or listings promoting sponsored events
 - Opportunity to distribute sponsor materials (e.g., brochure) at sponsored events
 - Sponsor name and logo on any other event promotions or materials
 - Listing in the honor roll of contributors on the TRAIL website

“TRAIL Guide” Sponsor

\$150

- Opportunity to attach sponsor’s name to one issue of monthly “TRAIL Guide” newsletter, distributed to members and donors (approximately 200 households) and posted on our member website
- “TRAIL Guide” Sponsor recognition includes:
 - Sponsor name and logo prominently displayed as a box or banner on the sponsored issue (e.g., “This month’s issue of ‘TRAIL Guide’ is sponsored by Name of Business”)
 - Listing in the honor roll of contributors on the TRAIL website