



## TRAIL 2026 Corporate Sponsorship Recognition

TRAIL of Johnson County, a membership-based nonprofit based in Iowa City, is our state’s first aging-in-place organization. TRAIL has experienced steady growth since its founding in early 2017 and now serves more than 250 members who rely on our trained volunteers, Life Transition Service, vendor recommendations, and a full calendar of social and educational events that help our members thrive.

Membership fees account for approximately one-half of TRAIL’s annual revenue; the remainder comes from charitable gifts from individuals and organizations. Generous support from the local business community plays an increasingly important role in helping TRAIL enhance its member services and maintain its financial stability, while also serving low-income seniors through our Supported Membership Program. (Visit [www.trailofjohnsoncounty.org](http://www.trailofjohnsoncounty.org) for full details.)

TRAIL welcomes gifts of any amount and offers special recognition to corporate sponsors at the levels summarized below:

**Platinum/Presenting\* Sponsor:** \$5,000 or more/year

**Gold Sponsor:** \$3,000 - \$4,999/year

**Silver Sponsor:** \$1,500 - \$2,999/year

**Bronze Sponsor:** \$500 - \$1,499/year

**Contributing Sponsor:** \$250 - \$499/year

Recognition	Platinum/ Presenting	Gold	Silver	Bronze	Contrib.
Sponsor representatives invited to attend and speak at annual TRAIL anniversary event **	X	X			
Sponsor signage featured at TRAIL anniversary and community events ***	X	X	X		
Sponsor invited to author or contribute an educational article to monthly <i>TRAIL Guide</i> newsletter (distributed to 400+ households)	X	X	X		
Sponsor handouts made available at TRAIL anniversary and community events	X	X	X	X	
Sponsor logo featured on TRAIL website	X	X	X	X	X
Sponsor listed in TRAIL online honor roll and annual sponsorship issue of newsletter	X	X	X	X	X
TRAIL logo available for display on sponsor website	X	X	X	X	X

\* *Presenting Sponsor recognition is offered exclusively to a single corporate contributor electing to sponsor a TRAIL signature event, such as our annual anniversary celebration or semi-annual Senior Housing & Services Fair.*

\*\* *Sponsor representative will be introduced and may speak about their company for 1-2 minutes.*

\*\*\* *Educational article must follow TRAIL’s guidelines for submitted content.*