

Trails Day Celebration Sponsor Opportunities

The Finger Lakes Trail Conference is partnering with **Steuben County Conference and Visitors Bureau** and **Steuben Brewing Company** to host the second Trails Day Celebration on **Saturday, October 2 in Hammondsport, New York**. Trails Day promotes outdoor recreation while showcasing the Finger Lakes Trail as one of our region's most valuable recreational assets.



The event features guided hikes and biking tours of the scenic Finger Lakes region in Steuben County, with family friendly activities, local food, and live entertainment at one of the region's premier farm breweries, Steuben Brewing Company. It is both a fundraiser for the FLTC and an event that showcases and celebrates all that Steuben County has to offer.

What: Trails Day Celebration

Where: Steuben Brewing Company and Surrounding Area

When: Saturday, October 2 2021

Presenting Sponsor (Exclusive Opportunity)

~~\$5,000~~ **UNAVAILABLE**

- Name added as Presenting Sponsor and included in all promotional materials (time sensitive), including posters and press releases
- Opportunity for table at event and/or prominent banner display
- Company name and logo on event signage
- Logo and link on event web page
- Logo and link in electronic event promotions
- Social media promotion (minimum of 3 posts in advance of event and 1 during)
- Opportunity to distribute giveaways, promotional items, and other materials at event

VIP Tent Sponsor (Exclusive Opportunity)

~~\$2,500~~ **UNAVAILABLE**

- Company name and logo prominently displayed on signage in VIP Tent area
- Opportunity for table at event
- Logo and link on event web page
- Logo and link in electronic event promotions
- Social media promotions (minimum of 2 posts in advance of event and 1 during)
- Opportunity to distribute giveaways, promotional items, and other materials at event

- Entertainment Sponsor** **\$1,000**
- Company name and logo prominently displayed in entertainment area
 - Curtain introduction as Entertainment Sponsor
 - Opportunity for table at event
 - Logo and link on event web page
 - Logo and link in electronic event promotions
 - Social media promotions (minimum of 2 posts in advance of event and 1 during)
 - Opportunity to distribute giveaways, promotional items, and other materials at event

- Event Sponsor** **\$750**
- Opportunity for table at event
 - Logo and link on event web page
 - Logo and link in electronic event promotions
 - Social media promotions (minimum of 2 posts in advance of event and 1 during)
 - Opportunity to distribute giveaways, promotional items, and other materials at event

- Trail Guide Sponsor** **\$500**
- Opportunity for table at event
 - Logo and link on event web page
 - Logo and link in electronic event promotions
 - Social media promotions (minimum of 1 post in advance of event)

- Trail Builder Sponsor** **\$250**
- Opportunity for table at event
 - Logo and link on website
 - Social media promotions (minimum of 2 posts in advance of event)

- Trail Blazer Sponsor** **\$100**
- Opportunity for table at event
 - Logo and link on event webpage
 - Social media promotions (minimum of 1 post in advance of event)

- Club Sponsors** **Benefit of Membership with FLTC!**
- Opportunity for table at event
 - Logo and link on event webpage
 - Social media promotions (minimum of 1 post in advance of event)

Customized Sponsor Package

We are happy to work with you to design a sponsorship package that meets your marketing needs. Please contact Christy Post, FLTC's Director of Marketing and Communications, for more information: cpost@fingerlakestrail.org; 585-978-9344.