

SHARING THE TRAILS

A National Symposium For All Trail-users



November 2-4, 2018
Phoenix, Arizona



Whether on foot, bicycle, horse, or OHV, interest in trail sports is growing as more people discover the enjoyment of the trail experience.

THE CHALLENGE is that increasing popularity has brought--and continues to bring--increased trail congestion, trail-user conflicts, trail damage, and allocation issues.

Left unaddressed, the growth in the popularity of trail sports will lead to the demise of the very trail experience upon which the newfound popularity is based.

THE SOLUTION is a system of education for all trail users, fostering mutual cooperation, respect, and preservation of trails and the wilderness, among trail-users and trail-user groups.

Educated trail-users enhance the trail experience through cooperative, responsible trail use, and preservation, making them the best ambassadors for their sport.

The solution requires your support.

SHARING THE TRAILS is a national symposium for the leadership of all types of trail user groups. Educational programs will focus on trail-user group growth, sharing and preserving the trails, and improving the trail experience for all trail users.

PRESENTED BY THE ARIZONA HORSE COUNCIL'S 501(C)(3) EDUCATIONAL DIVISION, IN CONJUNCTION WITH:



National Equestrian Trails Conference



AMERICAN HORSE COUNCIL





A unique opportunity for the industry to sustain its success

Educated trail-users are the best possible advertising medium for trail sports. Fostering an atmosphere of responsible attitudes towards other trail-users, trail preservation and wilderness preservation is critical to the continued success of the trail sports industry. Supporting the education of trail-users is one of the best things that the industry can do to sustain long term growth and preservation of the trail experience.

SPONSOR BENEFITS

YOUR SUPPORT WILL HELP YOU TO:

- Be a visible part of the solution by supporting trail-user education and cooperation.
- Enhance your public image and reputation in your industry.
- Increase your strategic market reach to the leaders and influential people who will carry your message back to their memberships, friends, and community.
- Demonstrate your brand commitment to supporting education of your market.
- Demonstrate your brand commitment to preserving natural resources, and good neighbor policies.
- Reach the younger generations that are just discovering the joy of the outdoor experience.
- Develop partnerships with key national and local trail-user organizations and leaders.



ECONOMIC IMPACT

Industry growth is tied to the trail experience. If the trail experience loses its allure, then the number of trail users will decrease. Your support of the Sharing The Trails Symposium will help to maintain the trail experience while helping you to better reach the 144.4 million Americans who engaged in outdoor activities last year (Outdoor Foundation, 2017).

WHO'S ATTENDING

Leaders and guiding members of hiking, biking, equine, and OHV groups, associations and clubs from throughout the United States will be attending. These leaders and guiding members are the respected members, whose influence shapes and guides their memberships, friends, and the community, on equipment, techniques, and best practices. These leaders and guiding members will take the message and information learned at the Symposium back to their memberships, friends, and community, exponentially multiplying your input to the Symposium.

Other attendees will include: hikers, mountain bikers, equestrians and motorized users who are looking for new equipment, ideas and ways to expand their enjoyment on the trail. Members of the autism community, familiar with equine and trails use in the treatment of autism, who may not have any other exposure to trail sports.

SYMPOSIUM PROGRAM

The Symposium program will consist of multi-track, in-depth educational programs including the following tracks:

Leadership Track - directed to the existing and upcoming leadership of club, association, and trail-user groups. Educational programs are directed to improving skills and knowledge of the leadership in areas such as, legislation, lobbying, young member and new member growth, inter-group cooperation, trail management and wilderness preservation.

Trail-User Track - directed to individual trail-users. Educational programs of particular interest to trail-users looking for ways to enhance and expand their trail experience and knowledge. Programs will include a mix of common trail issues, and issues specific to each different user group.

*leaders of hiking, biking, equine
and OHV groups are attending*



KEYNOTE SPEAKER

People outside the trail sport world who suffer certain emotional disorders, such as Autism and Post Traumatic Stress Syndrome (PTSD) have benefited greatly with the assistance of therapy involving horses, and increasingly, certain types of trail use. We are fortunate to have Dr. Temple Grandin, one of the foremost, world experts on Autism, joining us to address Autism and the treatment of Autism.

PRESENTERS

Well-recognized, professional, and highly qualified, speakers will lead informative, thought-provoking, and practical programs, drawing on their years of experience to provide in-depth guidance and education.

The Arizona Horse Council, host of the 2018 SHARING THE TRAILS NATIONAL SYMPOSIUM, invites you to become a sponsor of this ground-breaking event. Opportunities to support the conference are attached. Special opportunities to support the conference may also be available. For additional information contact:

DANIEL ROSENFELD

Arizona Horse Council

(602) 361-2700

danrosenfield@arizonahorsecouncil.org

Special Symposium Sponsor Opportunities

OPENING RECEPTION:

A unique opportunity to be a part of the Opening Reception and to be recognized as the sole sponsor of the Opening Reception. Contact the Arizona Horse Council for details.

KEYNOTE SPEAKER LUNCH:

Recognition as the sponsor of the luncheon, along with the opportunity to be seated with, and to introduce the keynote speaker, Dr. Temple Grandin. Contact the Arizona Horse Council for details.

BARN DANCE COOKOUT:

An Old West Style dinner cookout, and dance, under the stars of the Arizona night sky. Interest in this event has been overwhelming, and will be a special opportunity for sponsorship that will be long remembered by all. Contact the Arizona Horse Council for details.

Pinnacle Sponsor
\$25,000

RECOGNITION:

Be the exclusive, Pinnacle Premier Sponsor

HOW YOUR REACH WILL BE MAGNIFIED:

- All printed and on line event materials will include "Arizona Horse Council's Sharing the Trails Symposium Presented By (your name)"
- Sponsor logo most prominent sponsor logo on conference website
- Link to sponsor on event website
- Brief business summary on event website
- Promotional material/items in attendee conference bags
- Conference site logo recognition
- 3-minute podium presentation at Conference Opening
- Thank you/recognition announcement at General Session Meetings
- 3-minute podium presentation at Conference Closing
- 12 pre-event, and 6 post-event, posts on event Facebook page
- 6 complimentary event registrations
- Large size exhibitor display

Platinum Sponsor
\$15,000

RECOGNITION:

Be a Premier Platinum Sponsor

HOW YOUR REACH WILL BE MAGNIFIED:

- All printed and on line event materials will include "Arizona Horse Council's Sharing the Trails Symposium Premier Platinum Sponsor (your name)"
- Sponsor logo listed in the Premier section of conference website
- Link to sponsor on event website
- Brief business summary on event website
- Promotional material/items in attendee conference bags
- Conference site logo recognition
- 2 minute podium presentation at Conference Opening
- Thank you/recognition announcement at General Session Meetings
- 2 minute podium presentation at Conference Closing
- 10 pre-event, and 5 post-event, posts on event Facebook page
- 4 complimentary event registrations
- Large size exhibitor display

Gold Sponsor
\$10,000

RECOGNITION :

Be a Premier Gold Sponsor

HOW YOUR REACH WILL BE MAGNIFIED:

- All printed and on line event materials will include “Arizona Horse Council’s Sharing the Trails Symposium Premier Gold Sponsor (your name)”
- Sponsor logo listed in the Premier section of conference website
- Link to sponsor on event website
- Brief business summary on event website
- Promotional items in attendee conference bags
- Conference site logo recognition
- Thank you/recognition announcement at General Session Meetings
- 5 pre-event, and 2 post-event, posts on event Facebook page
- 2 complimentary event registrations
- Large size exhibitor display

Silver Sponsor
\$5,000

RECOGNITION :

Be a Premier Silver Sponsor

HOW YOUR REACH WILL BE MAGNIFIED:

- All printed and on line event materials will include, “Arizona Horse Council’s Sharing the Trails Symposium Premier Silver Sponsor (your name)”
- Sponsor logo listed in the Premier section of conference website
- Link to sponsor on event website
- Promotional items in attendee conference bags
- Conference site logo recognition
- 5 pre-event, and 2 post-event, posts on event Facebook page
- Standard exhibitor display

Bronze Sponsor
\$2,500

RECOGNITION :

- All printed and on line event materials will include, “Arizona Horse Council’s Sharing the Trails Symposium Bronze Sponsor (your name)”
- Medium sponsor logo on conference website
- Link to sponsor on event website
- Promotional material/items in attendee conference bags
- 3 pre-event, and 1 post-event, posts on event Facebook page
- Standard exhibitor display



\$1,500

RECOGNITION:

- Medium sponsor logo on conference website
- Link to sponsor on event website
- Promotional material/items in attendee conference bags
- 3 pre-event, and 1 post-event, posts on event Facebook page
- Standard exhibitor display

\$1,000

RECOGNITION:

- Medium sponsor logo on conference website
- Link to sponsor on event website
- Promotional material/items in attendee conference bags
- 3 pre-event, and 1 post-event, posts on conference Facebook page
- Standard exhibitor display

\$750

RECOGNITION:

- Medium sponsor logo on conference website
- Link to sponsor on event website
- Promotional material/items in attendee conference bags
- 2 pre-event, and 1 post-event, sponsored posts on event Facebook page
- Table display space

\$500

RECOGNITION:

- Medium sponsor logo on conference website
- Link to sponsor on event website
- Promotional material/items in attendee conference bags
- 2 pre-event, and 1 post-event, posts on event Facebook page
- Table display space

\$250

RECOGNITION:

- Small sponsor logo on conference website
- Promotional material/items in attendee conference bags

\$100

RECOGNITION:

- Small sponsor logo on conference website
- Promotional material/items in attendee conference bags

**FOR MORE INFORMATION OR
SPONSORSHIP, PLEASE**

CONTACT:

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(602) 361-2700

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