



Sponsorship Opportunities 2023/24



Greetings SMT partners and supporters:

Founded in 2004, Salida Mountain Trails (SMT) is a 501(c)(3) nonprofit that stewards 65 miles of multiuse singletrack around Salida. Our mission is to plan, build and maintain world-class trails for the benefit of our community—and sponsor support is indispensable toward that end.

Will you help us make Salida's trails even better?

Your contribution supports:

- Trail maintenance and repairs (more than 2,100 hours in 2022)
- New trails (like Backside, coming in 2023)
- Major trail improvements and updates
- Youth engagement (eg. work with Salida Racing, Southwest Conservation Corps)
- Volunteer training (500 hours of volunteer trail work in 2022!)
- Trash and waste removal (50 pounds of dog poop in 1 event!)
- Advocacy for more and better trails

Looking ahead, this year SMT is building a new hiking-only trail to link Pano to F Street; training more volunteers to grow our maintenance capacity; organizing the Banana Belt MTB Race and bringing back FIBike; advancing a trails and conservation plan to improve 400 miles of existing trails and develop new routes countywide; and much, much more.

The following document lays out how you (or your business/organization) can support SMT with cash sponsorships (page 3) and in-kind donations (page 5).

SMT is working every day toward a future with more trails and better trails easily accessible from downtown Salida. If you share that vision, I hope you'll support SMT.

Sincerely,



Jon Terbush, Executive Director

Salida Mountain Trails
Tax ID #: 46-2608985
PO Box 612, Salida, CO 81201
info@salidamountaintrails.org

Cash Sponsorship

Salida Mountain Trails is a registered 501(c)(3)
Tax ID #: 46-2608985 || PO Box 612, Salida, CO 81201

Bronze — \$250 - \$499 per year

- ✓ Sponsor logo linked on SMT website + listed in monthly newsletter
- ✓ Sponsor name included in SMT annual report

Silver — \$500 - \$999 per year

- ✓ Sponsor logo linked on SMT website + in monthly newsletter
- ✓ Sponsor logo included in SMT annual report
- ✓ 1 free limited-edition SMT hat (or socks/shirt of your choice)

Gold — \$1000- \$2499 per year

- ✓ Sponsor logo linked on SMT website + in monthly newsletter
- ✓ Sponsor logo included in SMT annual report
- ✓ Social media post thanking + promoting partner 1x during season
- ✓ 2 free limited-edition SMT hats (or socks/shirt of your choice)
- ✓ Sponsor logo displayed at Member Party (October) and Spring Kickoff (May)

Sustaining — \$2500-\$3499 per year

- ✓ Sponsor logo linked on SMT website + in monthly newsletter
- ✓ Sponsor logo included in SMT annual report
- ✓ Social media post thanking + promoting partner 1x during season
- ✓ 3 free limited-edition SMT hats (or socks/shirt of your choice)
- ✓ Shoutout at SMT Member Party (October) and Spring Kickoff (May); logo on event flyers; sponsor social media tagged in relevant event posts
- ✓ Big check photo shared in SMT newsletter/social and with local media
- ✓ Sponsor logo on 4 trailhead signs (F Street, CR108, CR110, Spiral Drive) for 1 year

Trailblazer — \$3500+ per year

- ✓ All the acknowledgement as Sustaining, plus...
- ✓ Logo on Banana Belt MTB Race flyer, T-shirt + event website
- ✓ Sponsor social media tagged in relevant Banana Belt posts



SMT's Member Party draws 200-250 attendees annually.
The Spring Kickoff draws 125-175 attendees.



SMT trailheads log more than 250,000 trips per year. Get your logo here!

In-kind Sponsorship

In addition to cash, SMT accepts in-kind donations that support our events and operations. Most notably, **we accept items to auction off at our annual Member Party in October**. All who donate items to the auction will be listed as in-kind sponsors of the event.

Other examples of in-kind sponsorship:

- Food/drinks for events and volunteer projects
- Prizes for the FIBike and Banana Belt MTB Races
- Gift cards and other awards to incentivize volunteers
- Trail tools and storage



A small sampling of auction items at the 2022 SMT Member Party

1% for Trails

Another way to fund SMT. Several local businesses add an optional 1% or 0.5% to pretax sales and donate the proceeds. Email us for more details: info@salidamountaintrails.org

Cash sponsorship deadlines

The 2023-24 sponsorship window runs from February 1, 2023—January 31, 2024. This deadline allows us to produce and install new sponsor signage at our trailheads by April 2024.

Logo on Member Party flyer — September 1, 2023

Logo on Banana Belt flyer/shirt — August 1, 2023

Logo on trailhead signs — January 31, 2024

Logo on Spring Kickoff flyer — January 31, 2024

Please send sponsorship contributions via check to the PO Box below, or pay online (with a transaction fee, for SMT) at salidamountaintrails.org/donate.

In-kind donation deadlines

Banana Belt MTB Prizes — September 1, 2023

Auction items — October 1, 2023

Please send silent auction items and in-kind donations to the PO Box, or email us to coordinate pickup: info@salidamountaintrails.org

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About Salida Mountain Trails

More people than ever are enjoying Salida's trails. Usage has risen 40% since 2019, with residents and visitors now logging **approximately 250,000 trips per year** on trails SMT manages. The F Street trailhead alone sees as much use annually as all Swatch Range 14ers combined. That surge in usage poses challenges to trail maintenance, but also presents many opportunities to improve our trails and build new ones.

Membership: 330 dues-paying members

Newsletter: 1,500 subscribers

Facebook: 5,100 followers

Instagram: 2,200 followers