



Gunnison  
TRAILS

# SPONSORSHIP

LEAVE A LEGACY IN YOUR TRACKS

2023|24

Photo Dave Scheefer



# ABOUT GUNNISON TRAILS

---

Since 2006, Gunnison Trails has worked tirelessly to maintain and build upon the amazing network of trails here in the Gunnison Valley alongside our partners at the Bureau of Land Management, US Forest Service, Gunnison County, the City of Gunnison and Western Colorado University. Our trails are vital to our community. They connect us to our abundant public lands, provide a quick escape from our day to day and keep us healthy in body and mind. They bring visitors from far and wide that contribute to our economy. They are the reason many of us choose to live here. As our valley continues to experience an increase in summer visitation, an increase in trail use and an increase in the impacts that come with both, your support is more vital than ever.

## THE MISSION

**MAINTAIN EXISTING  
TRAILS**

**EDUCATE USERS  
ABOUT RESPONSIBLE  
TRAIL-BASED  
RECREATION**

**PURSUE NEW  
OPPORTUNITIES FOR  
BIKING, RUNNING,  
AND HIKING TRAILS**

## TRAIL ACHIEVEMENTS

**THANKS TO PARTNER SUPPORT, WE:**

- Employ a 6-person professional trail crew that contributes over 3,500 hours of trail work each year
- Average over 1,000 hours of volunteer work every summer
- Partner with Gunnison Middle School, High School and Western Colorado University students on stewardship projects throughout the Gunnison Valley
- Built over 6 miles of NEW trail in Signal Peak, with more mileage added every year
- Maintain over 80 miles of trail every summer
- Groom over 14 miles of the finest winter single track at Hartman Rocks
- Partner with the BLM to install roll-overs at all trail and fence intersections
- Partner with the USFS to maintain trails in the West Elk and Fossil Ridge Wilderness Areas



**Gunnison Trails is a 501 c3 non-profit organization**

# SUPPORT FUNNEL

Your support allows Gunnison Trails to take an active role on the Sustainable Tourism and Outdoor Recreation Committee, on the Gunnison Basin Sage-Grouse Strategic Committee, the Gunnison Public Lands Initiative Working Group and to engage in the GMUG Forest Plan Revision and other monumental planning efforts that have a direct impact on our trails and recreation management.

## SAY, WHERE DO THOSE DOLLARS GO?



Gunnison Trails' Professional Trail Crew



Trail planning & development



Food and beverage for volunteers



Materials (culverts, road base, fabric, signage)



Trailhead kiosks, signs and maps



Current trail conditions & Seasonal Closures



Tools, lots of them!



Event fees (booths, permitting)



Facilities/bathrooms for work days



Trail and conservation advocacy



Community work days & events



Crossings (rollers, walkovers, decks, bridges)



Providing trail support winter | spring | summer | fall



# THE ORIGINAL GROWLER

The Original Growler first began in 2008 as a fundraiser for Gunnison Trails. As Dave Wiens, the founder of Gunnison Trails and master mind behind the Growler, likes to say, "the Growler is the life blood of the organization." What began as a one day race with just over 100 people back in 2008 has grown into a two day, 700 person event that attracts racers from all over the country. Best of all, 100% of the proceeds from the Growler are reinvested into our local trails. Everything from buying trail tools and fuel for the chainsaws, funding our 6-person trail crew, and feeding our hundreds of volunteers are all made possible by revenue from the Growler.

## EVENT DEMOGRAPHICS

### EVENT LAYOUT:

2 DAYS OF RACING

3 RACE COURSES TO CHOOSE FROM

### EVENT REGISTRATION:

PAGEVIEWS **10,082**

RACERS **700**

### RIDER AGE:

**8.2%** UNDER THE AGE OF 25

**35%** 25-40 YEARS OLD

**56.7%** 40+ YEARS OLD

### RIDER HOMETOWN:

**20%** LOCAL (avg.spend \$40-50/day)

**80%** NON-LOCAL (avg.spend \$120/nt and \$150/day)

## SOCIAL MEDIA CHANNELS



Instagram

**4,327**

FOLLOWERS



facebook

**6,170**

FOLLOWERS

## NEWSLETTER

**3,909** SUBSCRIBERS



100% of the proceeds from our trail events are reinvested into our local trails



# GROWLER SPONSOR



## TITLE SPONSOR \$5,000

- 👣 Logo on Growler race plates and podium backdrop
- 👣 Venue space at Growler expo & registration check-in
- 👣 2 Growler race entries
- 👣 Pin sponsor to top of FB page for 1 month (custom messaging)
- 👣 Logo on Growler website and newsletter
- 👣 Recognition at awards ceremony

## PRESENTING SPONSOR \$2,500

- 👣 Logo on Growler podium backdrop
- 👣 Venue space at Growler expo & racer check-in
- 👣 2 Growler race entries
- 👣 Social posts (custom messaging)
- 👣 Logo on Growler website and newsletter



# PENNY FOR TRAILS 1% OF SALES

Collect a voluntary one penny donation per dollar spent in support of Gunnison area trails. Customers can opt-out of the donation if desired. Gunnison Trails provides signage to educate customers about the program. Typical signage appears at bill of sale area, entry window, on menus, etc.



- Logo on tool trailer and truck at 5k level+
- Pin sponsor to top of FB page for 1 month
- Logo on Gunnison Trails/Growler websites
- Logo on Gunnison Trails/Growler newsletters
- Logo on Growler race plates and podium backdrop
- Venue space at Growler
- Special print Gunnison Trails gift

## TRAIL BOSS \$5,000

- Logo on tool trailer and truck
- Pin sponsor to top of FB page for 1 month
- Logo on Gunnison Trails/Growler websites
- Logo on Gunnison Trails/Growler newsletters
- Logo on Growler race plates and podium backdrop
- Venue space at Growler
- 2 Growler race entries
- Special print Gunnison Trails gift

## GOLD PICK \$2,500

- Pin sponsor to top of FB page for 1 month
- Logo on Gunnison Trails/Growler websites
- Logo on Gunnison Trails/Growler newsletters
- Special print Gunnison Trails gift

## SILVER SPADE \$1,000

- Logo on Gunnison Trails/Growler websites
- Logo on Gunnison Trails/Growler newsletters
- Special print Gunnison Trails gift



## FALL WORK DAY

### \$1,500

#### TITLE SPONSOR

Logo on event poster and digital announcements, special recognition at work day, logo on Gunnison Trails website and newsletter



## TRAILWORK TUESDAY

### \$500

#### TITLE SPONSOR

Recognition in digital announcements, special recognition at work day, logo on Gunnison Trails website and newsletter



## WINTER GROOMING

### \$500

#### TITLE SPONSOR

Logo on grooming report page, trail report emails and winter social media, logo on 'Powder Chinchilla' our singletrack grooming machine



## TRAIL TOOLS

### \$500

#### TITLE SPONSOR

Logo on all tools purchased with your support, email recognition specific to your support





# SPONSORSHIP FORM

- ☐ **PENNY FOR TRAILS** 1% OF SALES  
Logo on Tool Trailer and Truck at 5K level\*  
Pin sponsor to top of FB page for 1 month)  
Logo on Gunnison Trails & Growler websites  
Logo on Gunnison Trails & Growler newsletters  
Logo on Growler race plates and podium backdrop  
Venue space at Growler  
Special edition Gunnison Trails gift

- ☐ **TRAIL BOSS** \$5,000  
Logo on Tool Trailer and Truck  
Pin sponsor to top of GT FB page for 1 month  
Logo on Gunnison Trails & Growler websites  
Logo on Gunnison Trails & Growler newsletters  
Logo on Growler race plates and podium backdrop  
Venue space at Growler  
2 Growler race entries  
Special edition Gunnison Trails gift

- ☐ **GOLD PICK** \$2,500  
Pin sponsor to top of GT FB page for 1 month  
Logo on Gunnison Trails & Growler websites  
Logo on Gunnison Trails & Growler newsletters  
Special edition Gunnison Trails gift

- ☐ **SILVER SPADE** \$1,000  
Logo on Gunnison Trails & Growler websites  
Logo on Gunnison Trails & Growler newsletters  
Special edition Gunnison Trails gift

- ☐ **GROWLER TITLE** \$5,000  
Logo on race plates and podium backdrop  
Logo on Growler website and newsletter  
Venue space at Expo and racer Check-in  
Pin sponsor to top of Growler FB page for 1 month  
Recognition at awards ceremony  
2 Growler race entries

- ☐ **GROWLER PRESENTING** \$2,500  
Logo on podium backdrop, Growler website and newsletter  
Venue space at Expo and racer Check-in  
Social posts (custom messaging)  
2 Growler race entries

- ☐ **FALL WORK DAY** \$1,500  
Title sponsor: Logo on event poster and digital announcements, special recognition at work day, logo on Gunnison Trails website and newsletter

- ☐ **TRAILWORK TUESDAY** \$500  
Title sponsor: Recognition in digital announcements, special recognition at work day, logo on Gunnison Trails website and newsletter

- ☐ **WINTER GROOMING** \$500  
Logo on grooming report page, trail report emails and winter social media, logo on 'Powder Chinchilla' our singletrack grooming machine

- ☐ **TRAIL TOOLS** \$500  
Logo on all tools purchased with your support, email recognition specific to your support

MORE WAYS TO SUPPORT

First Name/Last Name

Business Name

Shipping Address

City

State/Zip

Billing Address

City

State/Zip

Phone Number

Email

## TOTAL SPONSORSHIP AMOUNT

\$

☐ Cash

☐ Check

Please mail checks to:  
Gunnison Trails | PO Box 105  
Gunnison, CO 81230

☐ Online at [gunnisontrails.org](https://gunnisontrails.org)