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ANNUAL GALA

SPONSORSHIP PROPOSAL

HONORING

Jane and Walt Daniels

&

Glenda and David Haas

Thursday, October 8, 2026

Indian Trail Club
Franklin Lakes, NJ

ABOUT US



OVER A CENTURY OF EXCELLENCE

The New York-New Jersey Trail Conference has worked tirelessly for over a century to connect people with nature across 2,165 miles of public trail lands across two states. Help us celebrate 106 years of dedicated service to maintain and preserve our region's parks and trails through sponsorship of our Annual Gala while helping to advance your business interests.

THE EVENT

Our Annual Gala will be attended by over 200 of our major donors, corporate supporters, and influential luminaries on Thursday, October 8, 2026, surrounded by an idyllic setting at Indian Trail Club in Franklin Lakes, NJ.

We are proud to honor Walt & Jane Daniels and David & Glenda Haas—longtime champions of the Trail Conference whose incredible dedication and commitment to conservation is creating a lasting legacy across our region.

PROMOTION & AWARENESS

The Trail Conference will promote our Gala sponsors across a multitude of platforms including;

Digital

- **Our popular website**
 - 1.5 million unique page views
 - Over 765,000 new visitors per year
- **Our social media channels**
 - Nearly 37k followers across all accounts with combined reach of 630.3k
 - Facebook, Instagram, LinkedIn
- **Regularly scheduled e-mails featuring sponsor logos to over 17,000 subscribers**

Print

- **Our Trail Walker newsletter**
 - 5,500 recipients
- **Event Save-the-date postcards and invitations**
 - 1,000 recipients
- **Event program and signage**
 - 200 guests

SPONSORSHIP PACKAGES



Sponsorship packages feature a multitude of fantastic benefits tailored to your business interests. Additionally, a Gala sponsorship helps the Trail Conference advance its mission to build, protect, and maintain public hiking trails throughout Northern New Jersey, the Catskills, and the Hudson Valley!
























Advertisement Exposure

Sponsorship Level & Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Category Exclusivity					
Official Press Release: Name Mention					
Logo Featured on Invitation					
Logo Featured on Gala Website					

Digital Media

Electronic Newsletter: Banner Ad					
Social Media: Dedicated Business Thank You Post					
Social Media: Group Sponsors Thank You Post					

Event Day Exposure

Sponsorship Level & Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Program Ad: Full Back Cover					
Program Ad: Full Front Inside Cover					
Step & Repeat: Logo Placement					
Verbal Recognition by Master of Ceremonies					
Logo Featured on Event Banner					
Table (10 Tickets) \$3,500 value					
Individual Tickets (\$375 value per person)		7 Tickets	5 Tickets	3 Tickets	2 Tickets
Program Ad			Full	Half	Quarter
Program Logo					
Program Ad: Digital					

Year-Round Exposure

Sponsorship Level & Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Electronic Newsletter: Banner Ad (Winter and Summer Editions)					
Social Media	2 Thank you mentions (Winter & Spring)	2 Thank you mentions (Winter & Spring)	Thank you mention (Winter & Spring)		
Trail Walker Printed Magazine Recognition	Large Logo (Spring)	Large Logo (Spring)	Medium Logo (Spring)	Small Logo (Spring)	
Customized Company Outing and Team Building Opportunity					





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THANK YOU!

CONTACT US

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