



Four Reasons to be a Trail Partner

With The Peninsula Trails Coalition
and the Olympic Discovery Trail

1. **The BIG Picture.** Support the peninsula's nationally recognized cross-peninsula trail to help bring more visitors and economic activity to our local area. Be specifically identified as a Trail Partner of the Peninsula Trails Coalition (PTC) and a supporter of the Olympic Discovery Trail (ODT) on its fully renovated website and contribute to the economic development of the area.
2. **The Regional Picture.** Your Trail Partner status with the Olympic Discovery Trail will be recognized by other businesses and individuals on the peninsula through exposure on the ODT website and in other media activities conducted by PTC, the Olympic Peninsula Visitor Bureau and other regional economic development organizations. Supporting this outstanding recreational and tourism attraction will result in positive attention from the entire peninsula and beyond, and by more than just the trail-using community.
3. **The Local Picture.** Here "at home", you will be demonstrating to the community that the Olympic Discovery Trail is an important asset that has warranted your support. This helps raise the visibility of the trail, and of your affiliation with it. In turn, this will shape the purchasing preferences of this target audience and help generate positive reaction for your business.
4. **In Your Own Back Yard.** Take advantage of very affordable web marketing rates to this directed market. Create your own customized presence on the ODT website with video, pop-up links, seasonally-adjusted graphics, coupons and other features.

FOUNDER Status. An exclusive status only available during the first year of the Trail Partner Business Program (through June, 2012). This is a significant way to differentiate your business or organization with recognition that will endure as long as your Trail Partner status continues*. Your business or organization will stand out head and shoulders above others, which will be particularly attractive over the long term.

* This Founder status is available only to businesses or organizations that initiate at the Partner level or higher and it will remain with your business or organization as long as your Trail Partner status is continued at the Supporter level or higher. With continuous Trail Partner designation at the Supporter level or higher, this Founder recognition will remain in place for the life of the ODT website.

TRAIL PARTNER LEVELS

Level	Annual Amount	Terms	Benefits
CONTRIBUTOR	\$100	Annual contract. Invoiced in six-month intervals	1, 2, 3 only
SUPPORTER	\$250	Annual contract. Invoiced quarterly.	1, 2, 3 + 5 ala carte points
PARTNER*	\$500	Annual contract. Invoiced quarterly.	1, 2, 3 + 8 ala carte points
LEADER*	\$750	Annual contract. Invoiced quarterly.	1, 2, 3 + 10 ala carte points
PATRON*	\$1,000	Annual contract. Invoiced quarterly.	1, 2, 3 + 12 ala carte points
BENEFACTOR	\$5,000	Annual contract. Negotiable invoicing	Negotiable to maximum 16 ala carte points

*limited number of packages available at these levels

Trail Partner Benefits

1. Monthly business card size space in the Peninsula Trails Coalition electronic newsletter (camera-ready to be provided by Trail Partner)
2. Company name with logo and thumbnail description, link to company website listed on Trail Partner's Page on the Olympic Discovery Trail website
3. Log-on and password information to access website analytics.

Ala Carte Sponsorship Benefits & Points

Ala Carte Benefit	Point Value
2 x 2 rotating	2 points
Map pop-up reference	2 points
Fixed presence on relevant services listing page	3 points
Downloadable coupon on sponsor's page. 2x per year	3 points
Downloadable coupon on sponsor's page, 4x per year	4 points
30 second video on relevant services listing page (20 max at this time)	8 points