



**ONTARIO
TRAILS
COUNCIL**
CONSEIL DES
SENTIERS DE
L'ONTARIO

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The Ontario Trails Council

2011 Sponsorship Package

Ontario Trails Council at a glance

The Ontario Trails Council (OTC) is Ontario's authoritative voice for trail enthusiasts, trail organizations and the trail economy. Its website is the definitive trail resource in Ontario.

The OTC:

- Connects over 1,500 trail organizations
- Represents approximately 2,300 trails
- Attracts 30,000 – 50,000 unique visitors to its site every month
- Represents all popular activity sectors including hiking, cycling, equestrian, canoeing and kayaking, skiing, snowmobiling and ATVing
- Is active on Facebook and Twitter and has a well-read monthly newsletter that reaches over 1,900 subscribers.



Trailhead Ontario Conference – Ontario's only trail conference

April 18-21, 2010 • Crowne Plaza Fallsview Hotel • Niagara Falls

The first only conference dedicated to trails, trail building and the lucrative Ontario active outdoor economy. Trailhead Ontario partnership and sponsorship opportunities are available through a full range of OTC sponsorship packages.

2 days of Conference Presentations and Exhibits **2 days of Trailbuilding and Education**

Conference Goals:

- Promote four-seasons active lifestyles on trails
- Promote trail tourism and eco-friendly, budget-friendly vacations
- Explore and promote Ontario's unique eco-system to local, national and international audiences
- Participate in an exchange of ideas with trail visionaries, trail planners and managers of various sectors of municipal, provincial and federal governments
- Explore opportunities for job growth via trail development, trail infrastructure improvement and trail creation

Who is Attending the Conference?

- Trail organizations
- Sports clubs and associations using trails
- Government – Municipal, Provincial, Federal departments and ministries representing Parks and Recreation, Health, Economic Development, Tourism, Transportation and Infrastructure
- Manufacturers – outdoor and sporting equipment, clothing, automotive, financial institutions, food and beverage
- Educational institutions – schools, universities, and colleges
- Thought leaders
- Trail building and related service providers
- Trail enthusiasts

Top Reasons to become an Ontario Trails Council Sponsor

1. Prime exposure on Ontario's leading trails website – 30,000 – 50,000 unique visitors per month interested in four-seasons sports and outdoor activity. The site includes feature pages for approximately 2,000 Ontario trails. See www.ontariotrails.on.ca
2. Ability to target your message to any of 16 outdoor activities or 9 Ontario regions
3. Get sponsor recognition and showcase your products and services at OTC's Trailhead Ontario conference and other OTC events
4. Meet and network with leaders in trail development, trail advocacy, health promotion and environmental conservation
5. Opportunity to be profiled in OTC's monthly Trail Wise e-newsletter, sent to over 1,500 enthusiasts, and our active presence on Facebook and Twitter
6. Direct line of communications to trail organizations, managers and volunteers
7. Brand affiliation with a high profile outdoor living organization



www.ontariotrails.on.ca



Monthly Trail Wise

Website Visitor Statistics

- 57% male, 43% female
- 30% are between the ages of 18 - 35
- 22% are between the ages of 35 - 45
- 30% are between the ages of 45 - 65
- 44% use a trail in Ontario at least once a month
- 83% are interested in hiking and walking
- 96% reside in the province of Ontario
- Most popular summer activity by site traffic – cycling

2011 Programming

As a sponsor, you will benefit from representation within our exhibit at these shows and events:

- International Motorcycle Show
- Toronto Boat Show
- Green Living Show
- Cycling Tourism Forum
- Atikokan Trail Opening
- Ontario Tourism Trade show
- Outdoor Adventure Show
- Sportsmen's show
- Toronto Trail Fest
- Annual Trailhead Ontario Conference
- Ontario Tourism Summit
- Toronto Power Sports Show

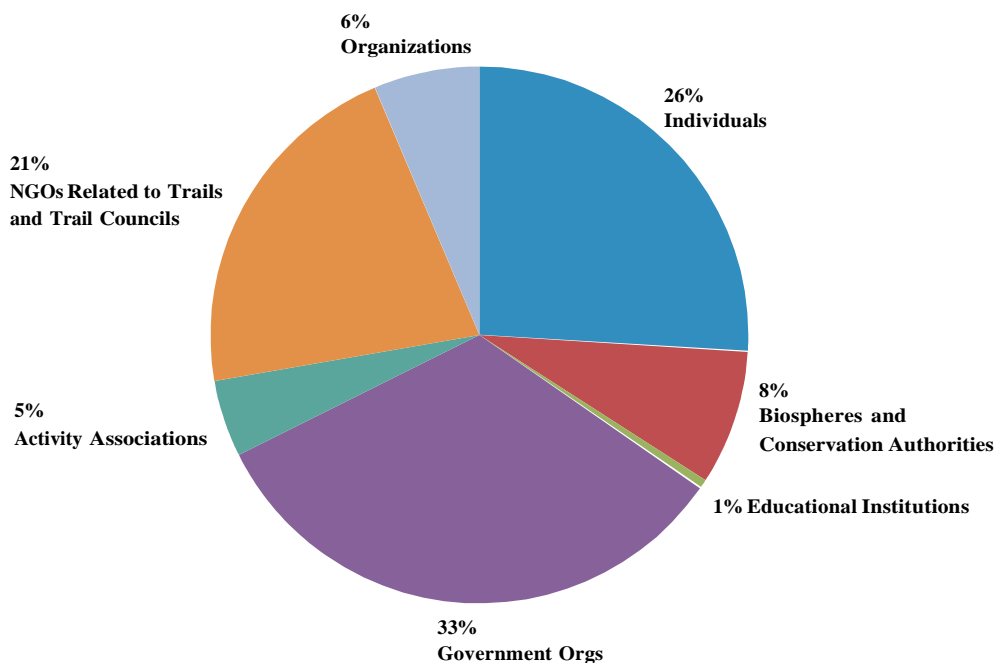
Ontario Trails Council – Overview

The Ontario Trails Council was established in 1988 as a coalition of trail user groups such as hikers, cyclists, snowmobilers and equestrians who shared an interest in trails and in the conservation of abandoned rail lines for use as trails.

Membership also includes other organizations with compatible interests and values.

- Member-supported, not-for-profit, non-government organization (NGO)
- Stable funding from the Ministry of Health Promotion, Ministry of Natural Resources, the Trillium Foundation and OTC members.
- New partnership with Ontario Tourism for marketing support began in 2009.
- Partnership with Ontario's 36 conservation and park authorities.
- The organization continues to grow, adding more trails throughout the province
- The OTC provides government and other public bodies with an informed, credible voice in support of trail users and interest groups
- We promote the safe and responsible use of trails

Professional Member Demographics



Sponsorship Opportunities

Partner Status Benefits

\$15,000 Cash / \$30,000 in-kind per year

Website, Email and Social Media Marketing/Promotion

- Representation on OTC home page for 1 year
- Badge on 10 activity or region pages of your choice for 1 year*
- Text advertorial with image on activity page of your choice for 1 year*
- Text advertorial with image on trail smart page for 1 year*
- Badge on trail smart page for 1 year*
- Text advertorials on 20 trails from your region for 1 year*
- Ads in all Trail Wise newsletters
- Opportunity to have OTC send up to 4 customized, exclusive promotional emails to members who have opted in to receive these.
- Promotion via social media including Twitter and Facebook

Brand Recognition

- Official recognition as OTC's partner on the OTC partner page on the web site and all other promotional material sent out by OTC
- Logo on every page on the site recognizing you as a partner
- Recognition on OTC marketing including website, newsletters, conference, social media and other promotional material
- Opportunity to include marketing material in OTC's new member package

Market Research

- Opportunity to have Ontario Trails Council organize a special focus group of professionals (or other target groups such as Trail Builders, students, instructors from Colleges, trail enthusiasts)
- Opportunity to have Ontario Trails Council assist in the development and administration of an online market research survey

Representation at the Trail Head Ontario Conference

- Space for 1 10' X 10' booth at the conference
- Recognition as a partner on all conference promotional material and website
- Free attendance for up to 10 staff and clients

* Based on availability

Sponsorship Opportunities (Continued)

Relationship Marketing

- Exhibitor participation at Ontario Trails Council events, where available
- Free attendance at OTC events for staff and VIP clients

Public Relations

- Opportunity to post announcements, special events, special offers as industry news items on the OTC website and on the newsletter.
- Opportunity to include OTC Partner logo on your website

* Based on availability

Gold Sponsor

\$7,500 Cash / \$15,000 in-kind per year

Gold Sponsor Benefits:

Website, Email and Social Media Marketing/Promotion

- Representation on OTC home page for 6 months
- Badge on 5 activity or region pages of your choice for 6 months*
- Text advertorial with image on activity page of your choice for 6 months*
- Text advertorial with image on trail smart page for 6 months*
- Badge on trail smart page for 6 months*
- Text advertorials on 20 trails from your region for 6 months*
- Ads in 6 Trail Wise newsletters
- Opportunity to have OTC send up to 2 customized, exclusive promotional emails to members who have opted to receive these.
- Promotion via social media including Twitter and Facebook

Brand Recognition

- Official recognition as OTC's Gold Sponsor on the OTC sponsor page on the web site and all other promotional material sent out by OTC
- Logo on the Trail Wise newsletter recognizing you as a Gold sponsor
- Recognition on OTC marketing including website, newsletters, conference, social media and other promotional material
- Opportunity to include marketing material in OTC's new member package

Representation at the Trailhead Ontario Conference

- Space for 1 10' X 10' booth at the conference
- Recognition as a Gold sponsor on all conference promotional material and website
- Free attendance for up to 5 staff and clients

Relationship Marketing

- Exhibitor participation at OTC events, where available
- Free attendance at OTC events for staff and VIP clients

Public Relations

- Opportunity to post announcements, special events, special offers as Industry news items on the OTC website and on the newsletter.
- Opportunity to include OTC "gold sponsor" logo on your own website

* Based on availability

Silver Sponsor

\$3,750 Cash / \$7,500 in-kind per year

Silver Sponsor Benefits:

Website, Email and Social Media Marketing/Promotion

- Representation on OTC homepage for 3 months
- Badge on 3 activity or region pages of your choice for 3 months*
- Text advertorial with image on activity page of your choice for 3 months*
- Text advertorial with image on trail smart page for 3 months*
- Ads in 3 Trail Wise newsletters
- Badge on trail smart page for 3 months*
- Text advertorials on 20 trails from your region for 3 months*
- Opportunity to have OTC send up to 1 customized, exclusive promotional emails to members who have opted in to receive these
- Promotion via social including Twitter and Facebook

Brand Recognition

- Official recognition as OTC's Silver Sponsor on the OTC sponsor page on the web site and all other promotional material sent out by OTC
- Logo on the Trail Wise newsletter recognizing you as a Silver sponsor
- Recognition on OTC marketing including website, newsletters, conference, social media and other promotional material
- Opportunity to include marketing material in OTC's new member package

Representation at the Trailhead Ontario Conference

- Space for 1 10' X 10' booth at the conference
- Recognition as a Silver sponsor on all conference promotional material and website

Relationship Marketing

- Free attendance at OTC's events for staff and VIP clients

Public Relations

- Opportunity to post announcements, special events, special offers as industry news items on the OTC website and on the newsletter
- Opportunity to include a special OTC "Silver sponsor" logo on your own website

* Based on availability



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Question and inquiries about sponsorship should be directed to:

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