



*Serving hikers
since 1966*

Board of Directors

President

Todd Walton

Jill Avey

Ellie Booher

Susan Ball

Michele Coad

Pete Dewell

Tim Gould

Richard Johnson

Matt Leber

Chad Lewis

Tor MacIlroy

Craig McKibben

Ken Mondal

Ralph Naess

Christine Peterson

David Schoenborn

Melissa Strauch

Rick Watson

John Woolley

Advisory Board

Ron Barensten

Mark Boyar

Bill Chapman

Karl Forsgaard

Kevin Hall

Ken Konigsmark

Tom Lucas

Margaret Macleod

Susan Saul

John Spring

2019 Third Ave
Suite 100
Seattle, WA 98121

(206) 625-1367

www.wta.org

WASHINGTON TRAILS ASSOCIATION CORPORATE MEMBERSHIP BENEFITS

Thank you for your interest in trails! Corporate members help Washington Trails Association by supporting our vital trail protection programs. Your contribution keeps hiking trails open. What better statement could you make in favor of muscle-powered recreation?

In return, WTA can offer you these benefits:

Advertisements in Washington Trails magazine

Listing on the WTA web site (7,000-10,000 unique hits per month).

A tagline and hotlink in Trail News (sent monthly to 7,000 valid email addresses)

Custom trail work for your employees, clients, board, vendors, or all of the above

The opportunity to offer membership discounts to WTA members

Recognition in WTA's Annual Report – sent to major donors, cooperating agencies, grantors, and other industry and corporate sponsors.

Washington Trails magazine

6,800 households receive Washington Trails magazine 10 times per year. Additionally, Washington Trails is sold at 11 REI stores in Washington and Oregon, at Bulldog News, and various other newsstands throughout Washington. Each month, WTA distributes 350+ magazines to volunteer and outreach events.

Online - at www.wta.org and in Trail News

WTA's volunteer-driven web site has set national standards in web development among trail user groups. It provides up-to-date information on trail conditions, reports on where to go for outdoor recreation, as well as the latest news about WTA. The site receives 36,000 entries per month. Corporate members are listed on the "Corporate Sponsors" page that can be directly accessed from the home page.

Trail News is WTA's e-newsletter published mid-month to keep hikers informed of upcoming events, volunteer opportunities, and hiking news. It is currently sent to more than 7,000 valid email addresses each month.

Trail Work, Events and Other Opportunities

As a corporate member, you are invited to take your team - employees, customers, retail partners, directors, etc - out for a day of fun and rewarding trail work. Just pick a date - WTA takes crews out just about every day of the year, Tuesday through Sunday. Corporate sponsors at the \$2500 level will have their work party promoted online in the trail work schedule.

Corporate members of WTA are invited to sponsor individual WTA events with cash or products and receive additional benefits tied directly to the event promotion.

Throughout the year, WTA is happy to provide you with photos, brochures, or other evidence of your sponsorship at work. We also encourage you to advertise your support to your own interested parties and we're happy to provide quotes or photos for that purpose. Please keep in mind that WTA can not officially endorse any product.



*Serving hikers
since 1966*

Board of Directors

President

Todd Walton

Jill Avey

Ellie Booher

Susan Ball

Michele Coad

Pete Dewell

Tim Gould

Richard Johnson

Matt Leber

Chad Lewis

Tor MacIlroy

Craig McKibben

Ken Mondal

Ralph Naess

Christine Peterson

David Schoenborn

Melissa Strauch

Rick Watson

John Woolley

Advisory Board

Ron Barensten

Mark Boyar

Bill Chapman

Karl Forsgaard

Kevin Hall

Ken Konigsmark

Tom Lucas

Margaret Macleod

Susan Saul

John Spring

2019 Third Ave

Suite 100

Seattle, WA 98121

(206) 625-1367

www.wta.org

WTA CORPORATE MEMBERSHIP DETAILS AND LOGISTICS

\$500 Level Benefits

- 3 ads in *Washington Trails*, size b (see ad specs for dimensions)
- Hotlink from www.wta.org corporate sponsors page
- 10 issue subscription to *Washington Trails*
- Recognition in WTA's Annual Report
- Opportunity to offer discounts to WTA members
- Further opportunities for WTA event sponsorships
- Invitation to schedule a corporate work party

\$1,000 Level Benefits

- 6 ads in *Washington Trails*, size b (see ad specs for dimensions)
- 2 "Trail News" hotlinks
- Thanked at Volunteer Appreciation event
- Hotlink from www.wta.org corporate sponsors page
- 10 issue subscription to *Washington Trails*
- Recognition in WTA's Annual Report
- Further opportunities for WTA event sponsorships
- Opportunity to offer discounts to WTA members
- Invitation to schedule a corporate work party

\$2,500 Level Benefits

- 6 ads in *Washington Trails*, size c (see ad specs for dimensions)
- 3 "Trail News" hotlinks
- Thanked at Volunteer Appreciation event
- Membership contribution mentioned in WT article
- Logo and hotlink on www.wta.org corporate sponsors page
- 10 issue subscription to *Washington Trails*
- Recognition in WTA's Annual Report
- Opportunity to offer discounts to WTA members
- First choice of WTA event sponsorships
- Invitation to schedule a corporate work party
- Corporate work party highlighted in trail work schedule

For magazine ads, corporate member must provide a TIFF file ready for publication by the first of the month prior to the ad's publication month.

E-newsletter taglines may be emailed to WTA by the first of the month in which they should appear.

Sponsor logos will be kept on file and used on the website, in the magazine, and in our annual report as appropriate. All promotions not tied to a specific publication date will be ongoing for one year from start of membership.