



# Corporate Membership »

When you become a corporate member of Washington Trails Association, you make an investment in the protection and maintenance of Washington's hiking trails today and for generations to come. Your membership supports the Northwest's quality of life and economy, too: active recreation is a \$12 billion industry in our state. As a corporate member of WTA, you gain high-profile recognition for your commitment to protecting trails and getting people outdoors. We look forward to welcoming you to our community of hikers, backpackers, and outdoor enthusiasts who share a love for trails and wildlands.



## About Washington Trails Association

WTA is the leading voice for hikers in Washington, representing **8,500** loyal members.

WTA protects trails and wildlands where we live, work, and play—from the Cascade foothills to our national parks.

WTA has one of the largest and most successful volunteer trail maintenance programs in the country, with **2,500** volunteers giving **100,000** hours to trails each year.

WTA is the go-to resource for hikers, backpackers, and outdoor enthusiasts looking for trail conditions, hiking tips, and more:

Our website, [www.wta.org](http://www.wta.org), receives **820,000** annual visitors;

Every issue of *Washington Trails* magazine reaches **15,000** hikers and outdoor enthusiasts;

*Trail News*, WTA's e-newsletter, reaches **16,000** hikers and outdoor enthusiasts each month; and

WTA's Facebook page has **12,600** friends.

WTA has been awarded the highest 4-star rating for efficiency by Charity Navigator, a leading charity evaluator, for 5 years in a row.



# Corporate Membership »

## Membership Levels & Benefits

### Pacific (\$500-999)

- Recognition on the WTA website for 1 year
- Recognition in WTA's Annual Report
- Opportunity to offer discounts to WTA members
- Invitation to schedule a volunteer trail work party for your company (group size limited)
- Corporate work party highlighted on WTA's website
- 1-year subscription to *Washington Trails* magazine
- Sponsorship opportunities including WTA programs and events

### Alpine (\$1,000-2,499)

*All of the benefits above, plus:*

- Recognition as a featured member on the WTA website for 25,000 impressions
- Recognition in every *Washington Trails* magazine for 1 year
- Recognition in 1 *Trail News*, WTA's monthly e-newsletter
- Company link included with recognition on WTA website

### Cascade (\$2,500-9,999)

*All of the benefits above, plus:*

- Recognition as a featured member on the WTA website for an additional 50,000 impressions, (75,000 total)
- Company logo included with recognition on WTA website
- Company logo included with recognition in *Washington Trails* magazine
- 2 additional 1-year subscriptions to *Washington Trails* for your workplace

### Olympic (\$10,000-24,999)

*All of the benefits above, plus:*

- Recognition as a featured member on the WTA website for an addtl. 100,000 impressions (175,000 total)
- Large company logo included with recognition on WTA website
- Large company logo included with recognition in *Washington Trails* magazine
- Invitation to schedule a guided hike for your company (group size limited)
- 5 additional 1-year subscriptions to *Washington Trails* for your workplace

### Rainier (\$25,000+)

*All of the benefits above, plus:*

- Additional recognition across select WTA programs and premier logo/name placement on WTA website, *Washington Trails*, promotional materials, and outreach events.

### About Our Members

Corporate members connect directly with hikers and other active people who care about the outdoors. Our individual and family members have strong loyalty to WTA: 36% have been members for five or more years.

#### Outdoor Activities

Hiking	98%
Backpacking	55%
Car camping	46%
Snowshoeing	43%
Kayaking/Canoeing	32%

#### Gender

Male	58%	Female	42%
------	-----	--------	-----

#### Age

<25	4%	26-35	11%
36-49	27%	50-65	46%
>65	13%		

Join WTA by completing a membership application and begin receiving benefits today!

For more information, contact Rebecca Lavigne, development director, at 206.625.1367 or [rebecca@wta.org](mailto:rebecca@wta.org).



## Washington Trails Association Corporate Membership Application 2011

Thank you for investing in the protection of Washington's trails and wildlands.  
*Washington's hikers appreciate your support of WTA!*

### Member Information

Company Name \_\_\_\_\_

(As we wish to be recognized in WTA publications)

Contact Name & Title \_\_\_\_\_

Contact Email & Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Web Address \_\_\_\_\_

Please begin / renew our one-year membership:  ASAP     On \_\_\_\_ / \_\_\_\_ / 2011  
(Circle one)

### Membership Level *(See membership info for a complete list of benefits)*

- |                                  |               |                                  |                 |
|----------------------------------|---------------|----------------------------------|-----------------|
| <input type="checkbox"/> Pacific | \$500-999     | <input type="checkbox"/> Olympic | \$10,000-24,999 |
| <input type="checkbox"/> Alpine  | \$1,000-2,499 | <input type="checkbox"/> Rainier | \$25,000+       |
| <input type="checkbox"/> Cascade | \$2,500-9,999 |                                  |                 |

### Payment

Please accept our membership contribution of \$ \_\_\_\_\_

- A check payable to Washington Trails Association is enclosed
- Please send an invoice
- Please bill this Visa / MasterCard:

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

### Other Information *(Please check all that apply)*

- We will be publicizing our WTA membership on our website.
- We are interested in offering discounts to WTA members.
- We are interested in arranging a volunteer work party for our company.
- We have sent our logo to rebecca@wta.org for use in WTA publications.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

*Questions?* Contact Rebecca Lavigne, development director, at rebecca@wta.org or 206.625.1367

*Return completed application to:* Washington Trails Association, 705 Second Ave Ste 300, Seattle WA 98104