



2024 SPONSORSHIP PROSPECTUS

OCTOBER 18-20, 2024



Keystone Hiking and Outdoor Weekend highlights the natural recreational assets of the Susquehanna Riverlands region through a joint effort of outdoor-related community organizations. Participants can pick and choose from guided adventures, educational opportunities, and stewardship activities to create their own personalized experience.

Keystone Trails Association (KTA) provides, protects, preserves, and promotes hiking and hiking opportunities in Pennsylvania. Since 1956, the organization has served as the statewide voice for the hiking community. Representing thousands of members, donors, and followers, we play an important role in the state's outdoor recreation economy and help more and more people every day discover the healthful benefits of exploring the Commonwealth's extraordinary network of trails.





I love the fact that KTA educates people on ways to preserve and enjoy the trails. I find that the more people know about the planet we all live on, the more they're inclined to take care of it so that we can enjoy nature's beauty for many years to come!

- TRISH, KTA MEMBER & SUPPORTER

Building a sustainable, healthy outdoor recreation-focused economy is a true community effort. Every business and nonprofit can play a role (large or small) to ensure adventurers have the resources they need to safely and respectfully enjoy a region's natural assets.

Our intent with Keystone Hiking and Outdoor Weekend is to introduce explorers to these local groups, resources, and spaces. When connections are created between people and places, a sense of ownership can arise leading to a desire to protect these places for the next generation.

3 DAYS OF ACTIVITIES. 2 SHORES TO EXPLORE. 1 MISSION THAT UNITES.

EXPLORE

Daily guided hikes, excursions, and adventures will be led by local hiking organizations and outdoor experts.

LEARN

Special guests will present about trail care, wilderness preparedness, outdoor skills, and much more.

CONNECT

People will meet organizations committed to protecting and promoting PA's outdoor recreation assets.



SPONSORSHIP OPPORTUNITIES

Keystone Hiking and Outdoor Weekend features 12+ influential, local organizations that are offering their expertise to create a robust weekend agenda. With the support of generous sponsors, the event will have the means to gain traction to become one of the most desired adventures of its kind in the region. In that spirit, KTA presents three levels of sponsorship, and their corresponding components, for your consideration.

GOLD \$5,000 DONATION

- Title sponsor (i.e., KTA Keystone Hiking and Outdoor Weekend presented by COMPANY NAME)
- Signage and activation at evening KTA-hosted evening programs
- Name on event apparel
- Special interview-style video (60-second) created to share on social media for event promotion
- Speaking opportunity for company representative
- Name/logo on event web pages and printed materials
- Social media post mentions
- Mentions in all press releases and event promotions
- Ongoing mentions in KTA monthly newsletter leading up to the event and afterwards

SILVER \$2,500 DONATION

- Magnet with event branding and your logo on weekend transportation vans
- Logo on event web pages and printed materials
- Logo on event banners
- Logo on event apparel
- Social media mentions
- Mentions in all press releases
- Ongoing mentions in KTA monthly newsletter leading up to the event and afterwards

BRONZE \$1,000 DONATION

- Special sponsorship signage for S'mores Night at the designated camping area
- Proportional logo on event web pages and printed materials
- Proportional logo on event banners
- Proportional logo on event apparel
- Mentions in all press releases
- Mentions in KTA monthly newsletter leading up to the event and afterwards



LET'S COME TOGETHER TO GO EXPLORE!

For further information about these sponsorship opportunities, please contact Brook Lenker, Executive Director, at lenker@kta-hike.org or 717-766-9690.

Thank you for your interest!

