

Long Trail Day

2024 SPONSORSHIP OPPORTUNITIES

Saturday, September 21, 2024



What is Long Trail Day?

Long Trail Day is the Green Mountain Club's annual keystone fundraising event. It pays for annual maintenance that helps keep the Long Trail and its side trails a free hiking resource for our community.

Participants from across Vermont come together to celebrate Long Trail Day on Saturday, September 21 with organized hiking events hosted by GMC staff and volunteers.

Who will you reach?

GMC's audience includes hikers, conservationists, and Vermonters. Anticipated participation is 200 hikers and their teams of supporters through peer-to-peer fundraising. Event publicity is targeted locally and statewide, as folks are encouraged to raise funds for the trail and then hike part of it.

BENEFITS	\$1,000	\$2,500	\$5,000	\$10,000
Guided hike on Long Trail Day for employees				X
Featured article in Long Trail News				X
Promotion on Vermont Public			X	X
Logo on event postcard & poster			X	X
Logo displayed at the Visitor Center in Waterbury Center		X	X	X
Write up in promotional emails		X	X	X
Opportunity to add branded promotional materials to participant packet	X	X	X	X
Day-of vendor tabling	X	X	X	X
Promotion for two months on WDEV (local radio)	X	X	X	X
Name on event poster	X	X	(Logo)	(Logo)
Logo on website, social, email, Long Trail News	Small	Medium	Large	Prominent

GMC Audiences:



20K



27K



17K



6.5K households