



2023 Celebration of Trails Business Sponsor Opportunities

Each June, Bear Yuba Land Trust (BYLT) hosts a variety of events that celebrate and support local trails in Nevada and Yuba Counties. **This year's Celebration of Trails includes:**

- A month-long **hike challenge** on 12 local trails
- Collaborations with two local artists, showcasing **site-specific art installations** on local trails.
- A **street party in downtown Nevada City** with live music and recreation partners on June 24.

Join BYLT as a Sponsor and/or a \$2 for Trails Location:

➤ **Celebration of Trails Sponsorship Levels**

LEAD \$2500 | SUPPORTING \$1000 | LOCAL \$500

Recognition and benefits:

- ❖ Your logo placement on BYLT event landing page, ticketing/RSVP page, and event signage where applicable
- ❖ Your business mentioned on social media, *Field Notes* newsletter, and KNCO radio
- ❖ Your business mentioned in remarks/welcome at the Street Party

➤ **Become a "\$2 for Trails" Location**

For the month of June, your customers can opt-in to donate \$2 to support BYLT's work to build and maintain trails and protect open space in the Yuba and Bear River watersheds.

BYLT will provide you with informational signs to post and talking points for your staff to explain the program to customers. Your business will collect donations for BYLT throughout the month of June, and your business will be promoted by BYLT on our website and social media as a "\$2 for Trails Location."

Your Celebration of Trails Sponsorship provides critical support to local trails and outdoor recreation! Contact Jorie Emory, Development Director at jorie@bylt.org or 530-272-5994x213 for more information.