



**2026**

**SPONSORSHIP OPPORTUNITIES**

# WHY PARTNER WITH FORT WAYNE TRAILS?

Partnering with Fort Wayne Trails means more than putting your name on an event, it means making a lasting impact in our community. Trails are vital connectors, bringing together people, neighborhoods, and nature. As our region grows, so does the need for accessible, safe, and well-maintained trails that promote health, sustainability, and economic opportunity. With the average cost to build just one mile of trail now exceeding \$1.2 million, your support is more important than ever.

When you sponsor Fort Wayne Trails, you're aligning your brand with a trusted nonprofit that is transforming lives, one step, pedal, and connection at a time. As a 501(c)(3) organization, we do not receive government or tax-based funding, which means every dollar you contribute has a direct and visible impact. From new trail development to community programs and safety initiatives, your investment fuels real progress.

Our events draw enthusiastic audiences and offer high-visibility sponsorship opportunities. They also serve as vibrant platforms to engage with your customers, employees, and the broader community in a fun and meaningful way. When you join us as a sponsor, you're not only helping build trails, you're building a legacy of connection, wellness, and community pride.

Now is the time to get involved. Let's blaze new trails together.



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# ABOUT FORT WAYNE TRAILS

Fort Wayne Trails, Inc. was formed in 2011 through the merger of three citizen-led advocacy groups: Aboite New Trails, Northwest Allen Trails, and the Rivergreenway Consortium. These groups had each played a significant role in shaping the early trail system in Allen County, advocating for safer, more accessible pathways for walking, running, and biking. Recognizing that a unified voice would be more powerful, the organizations joined forces to become Fort Wayne Trails, a 501(c)(3) nonprofit organization dedicated to the development, maintenance, and promotion of a connected trail network throughout the region.

Our mission is to advocate for a safe, accessible trail system that improves quality of life. We believe that trails are more than just pathways, they are lifelines that connect people to places, promote health and wellness, support economic growth, and preserve natural beauty.

Today, Fort Wayne Trails serves as the voice of the trail system, advocating for expansion, safety, accessibility, and long-term sustainability. Our work includes everything from advocacy and maintenance efforts, to major development projects that bring new miles of trail to undeserved communities. Our Adopt-A-Greenway program manages over 60 volunteer groups and continues to grow. We also provide accessible trail maps and signage in partnership with local organizations to ensure that the trail network can be enjoyed by people of all abilities.

In addition to development and maintenance, Fort Wayne Trails is deeply committed to education and community engagement. Through programming like Trek the Trails, trail safety campaigns, community partnerships, and volunteer opportunities, we aim to inspire a culture of trail use and stewardship. These initiatives not only encourage healthy lifestyles but also build community around the shared value of preserving and expanding our trail system for generations to come.

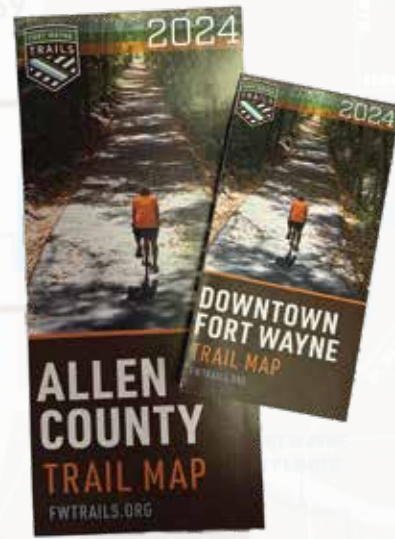


# 2026 FORT WAYNE TRAILS MAPS

Sponsoring Fort Wayne Trails' printed Trail Map and mobile app puts your business directly in front of thousands of trail users year-round. The Trail Map is one of our most requested resources, distributed at trailheads, local businesses, and community events. Meanwhile, the mobile app gives users on-the-go access to routes, nearby amenities, and navigation tools. Together, these resources offer your brand high visibility and a loyal, active audience—with more than 50,000 printed maps distributed annually.



- Sponsors may pay in three installments. Full payment or first installment must be received by **March 1st** to guarantee inclusion on the 2026 maps.
- Sponsors agreeing to a three year contract receive a 10% discount on map sponsorship.



## ANNUAL MAP AND TRAIL FRIENDLY BUSINESS SPONSORSHIP OPPORTUNITIES

### Allen County Map

- Large Panel (3.5" x 8.125") : \$2,500
- Business Card Ad (3.5" x 2") : \$1,000
- Trail Friendly Business: \$400 + Offer
- Includes up to three locations on map with a red pin and icons showing your offering to trail users.
- Offerings may include a product deal, discounts, water stations, and/or bathroom access.
- All Trail Friendly Business will also be featured on the Fort Wayne Trails App, website, and social media.
- All map sponsors will be recognized on our Trail Map webpage with logo and link to website.

### Downtown Map

- Large Panel (2.375" x 5.125") : \$2,500
- Business Card Ad (2.375 x 1.5") : \$1,000
- Trail Friendly Business: \$400 + Offer (see above)

### Both Maps

- Large Panel: \$3,500
- Business Card Ad: \$1,400
- Trail Friendly Business: \$500 + Offer





# 2026 TREK THE TRAILS

Trek the Trails is a free bi-weekly, guided bike ride organized by the City of Fort Wayne and Fort Wayne Trails. Rides take place at 6 PM every other Tuesday evening from May through September.

Over 1,500 riders participate throughout the season. The rides are family friendly and highlight a new section of trail every other week. The rides are marketed in the FUN TIMES, both the City of Fort Wayne and Fort Wayne Trails websites and social media, and are also frequently featured in local print and news.



Sponsors may pay in three installments. Full payment or first installment must be received by **March 1st** to guarantee inclusion on t-shirt and marketing materials.



## TREK THE TRAILS SPONSORSHIP OPPORTUNITIES

Title Sponsor: \$5,000

### ***Exclusive\****

- "Trek the Trails Presented by "Your Organization" with large logo placement on all event emails, Trek the Trails website, and social media posts.
- Large logo on the Trek the Trails event t-shirt which is sold to participants.
- Vendor table at each ride for the season to engage with attendees and share information.
- Title Sponsorship of Spring Trails Celebration - "Trails Celebration Presented by "Your Organization"
- Large logo on the Trails Celebration event promotions, signage, social media posts, and event website.
- Option to have promotional information on tables at Trails Celebration
- Table at Trails Celebration to engage with attendees
- On our program page in the Fun Times will say "This program is brought to you by "Your Organization" and include logo placement

Season Sponsors: \$2,500

- Medium logo on the Trail Celebration event poster, signage, social media, and event page on Fort Wayne Trails website.
- Table at Trails Celebration event to engage with attendees
- Medium logo on the Trek the Trails event t-shirt which is sold to participants.
- Table at 4 Trek the Trails rides of your choice between April - September
- Medium logo on the Trek the Trails website and emails to participants

Weekly Sponsors: \$1,000

- Includes a small logo on Trails Celebration event poster, event signage, social media posts, and event page on website.
- Table at Trails Celebration event to engage with attendees
- Small logo on the Trek the Trails event t-shirt which is sold to participants
- Small logo on the Trek the Trails website



# Adopt-A-Greenway

Fort Wayne Trails' Adopt A Greenway program, established in 1991 and incorporated into Fort Wayne Trails in early 2024, empowers individuals, groups, and businesses to "adopt" segments of the Fort Wayne–Allen County trail network. With over 60 sections currently under stewardship and growing, participants commit to cleaning their assigned trail three times annually. In return, they receive recognition on signage and in local publicity, along with the personal satisfaction of contributing to a cleaner, safer, and more inviting trail experience for the entire community.

Sponsors and volunteers benefit from program support that includes the provision of safety gear (gloves and vests), waste disposal materials, and clear guidance through pre and post-cleanup checklists. This structured, well-supported initiative offers sponsors a tangible way to enhance community stewardship while gaining visibility among outdoor enthusiasts throughout Allen County.



## ADOPT-A-GREENWAY SPONSORSHIP OPPORTUNITIES

### ~~Title Sponsor: \$2000~~

- "Adopt-A-Greenway Presented by YOU" with large logo placement on all participant emails, Adopt-A-Greenway website, and social media posts
- Two dedicated social media posts about your support and involvement in the program
- "Adopt-A-Greenway Presented by YOU" and logo placement in our monthly e-newsletter with space for a sentence or two of your choosing for the calendar year
- Section of trail with Adopt-A-Greenway signage saying "Special Thanks to YOU" with you participation in the program





# Trail Hub

## ANNUAL CORPORATE SPONSOR

Fort Wayne Trails' Trail Hubs are vibrant gathering spaces designed to bring people together, celebrate community, and enhance the overall trail experience. Strategically located along our growing trail network, these hubs serve as convenient access points and welcoming destinations for trail users of all ages and abilities. Each hub provides amenities such as seating, bike racks, signage, and landscaping that make trails more accessible, comfortable, and enjoyable for families, commuters, and recreational users alike.

By supporting Trail Hubs, sponsors help create safe, inclusive, and welcoming spaces that strengthen neighborhoods and foster connection. This investment demonstrates leadership in corporate social responsibility while making a tangible, lasting impact on one of our region's most valued public amenities.

In short, Trail Hub sponsorship offers a way for businesses to be seen, celebrated, and remembered—while building a legacy of healthier people, stronger communities, and a more connected future.

## TRAIL HUB LOCATIONS

Thieme Family Foundation Trail Hub

• Payton County Park

Venderly-Stephens Trail Hub

• Covington Road and Hadley Road

Brian and Kyla Zehr Family Trail Hub

• Lima Road and Coliseum Blvd



## TRAIL HUB ANNUAL CORPORATE SPONSORSHIP OPPORTUNITIES

Annual Hub Sponsor: \$6000 - \$2000/Year for 3 years

- Sponsors commit to a 3-year pledge supporting Fort Wayne Trails operations (\$6000 total commitment)
- Recognition will be displayed on trail hub in a 12" x 12" space. Space can include logo, phone number, and website
- Recognition will be displayed for 3 years and is renewable
- Three trail hubs to choose from all with high visibility
- Can be invoiced annually



# 2026

## FORT WAYNE TRAILS GOLF CLASSIC FRIDAY, MAY 15th

Fort Wayne Trails' annual Golf Classic is one of our most exciting and impactful events of the year, drawing over 130 engaged corporate leaders and volunteers. Hosted at the beautiful Brookwood Golf Club, the day is filled with fun contests, great food, and interactive sponsor activities.

This signature event unites trail supporters, local businesses, and community leaders, all swinging for a great cause. Every dollar raised goes directly toward trail development, safety, and outreach efforts across Allen County, making each round of golf a true win for our community.



Sponsors may pay in three installments. Full payment or first installment must be received by **April 15th** to guarantee inclusion on promotional materials and banners.

## FORT WAYNE TRAILS GOLF CLASSIC SPONSORSHIP OPPORTUNITIES

~~Main Event Sponsor: \$5,000~~

### ***Exclusive\****

- Includes name/logo on event banner, Tee Sponsor signage, name/logo on event program/website and cart plates. Logo on social media event posts. Include item and marketing material in goodie bag. Sponsor may set up tent/table/booth if desired. Includes 1 foursome.

Lunch Sponsor: \$3,000

### ***Exclusive\****

- Includes logo banner in lunch area, Tee Sponsor signage with table at tee box, name/logo large event banner and event program/website, opportunity to include item or marketing material in goodie bag. Includes 1 foursome.

Beverage Cart Sponsors: \$1,500

- Includes logo decals on 2 beverage carts, name/logo on event banner and event program/website. Sponsor may have representative ride in beverage cart if desired.

Driving Range Sponsors: \$500

- Includes signage on driving range, name/logo on event banner and event program/website

Hit It To Win It Putting Contest Sponsors: \$500

- Includes signage with logo at putting green, name/logo on large event banner and event program/website. Item in goodie bag. Opportunity to host tent/table at the putting green to engage with golfers.

Tee Sponsors: \$200

- Includes branded signage at (1) tee box, name/logo on large event banner and event program/website
- Opportunity to have Tent/Table at box.

Team Registrations: \$500 per team / \$125 per player

- To register a team please contact [Nicole@fwtrails.org](mailto:Nicole@fwtrails.org)
- All registrations include: Green fees, cart, lunch, goodie bag, and 2 drink tickets per golfer



# 2026 PUFFERBELLY RUN, WALK, AND STROLL Saturday, July 18th



The Pufferbelly Run, Walk, and Stroll 5K/10K is a high-energy, family-friendly race that brings over 450+ participants to the trails each year. Held on the scenic Pufferbelly Trail, this event celebrates community, health, and outdoor fun for all ages and abilities.

Sponsoring this event puts your brand in front of an active, engaged audience while showing your support for local trails. Your sponsorship helps expand and maintain the trail system, making a lasting impact on our community.

Sponsors may pay in three installments. Full payment or first installment must be received by **June 1st** to guarantee inclusion on promotional materials and event t-shirt.

All sponsors will be recognized on our event webpage, registration page, social media, and event signage.



## PUFFERBELLY RUN, WALK, AND STROLL SPONSORSHIP OPPORTUNITIES

### ~~Gold Sponsor: \$5,000~~

#### **Exclusive\***

- Sponsor included in event name as "Presented by **YOU**"
- Inclusion on event social media posts, website, emails, and press releases
- Large logo prominently displayed on race t-shirt, runner bibs, and event banner
- Space for vendor table at packet pick up and table/tent at event
- Ten (10) complimentary event registrations

### Silver Sponsors: \$3,000

- Medium logo on race t-shirt
- Space for vendor table and tent at event
- Logo on website, social media, and event signage
- Logo on event banner
- Five (5) complimentary event registrations

### Bronze Sponsors: \$1,500

- Small logo included on race t-shirt
- Space for vendor table and tent at event
- Logo on website, social media, and event signage
- Logo on event banner
- Two (2) complementary event registrations

### Vendor Sponsors: \$200

- Space for vendor table and tent at event





# 2026 BREWED IN THE FORT

Saturday, September 12th



Fort Wayne Trails is the 2026 charity partner for Brewed IN the Fort! We are excited to be teaming up with Mad Anthony Brewing Company for this annual craft beer sampling event.

We will once again be selling tickets to our Trails Rockstar tent. Our tent offers guests a VIP experience that includes early event access, private air-conditioned restrooms, catered appetizers, a FWT gift, and more.

Sponsors may pay in three installments. Full payment or first installment must be received by **August 10th** to guarantee inclusion on promotional materials and tent banners.

All sponsors will be recognized on our event webpage, the Brewed IN the Fort official website, social media, and event signage.



## BREWED IN THE FORT SPONSORSHIP OPPORTUNITIES

### ~~Tent/Title Sponsor: \$5,000~~

#### **Exclusive\***

- Trails Rockstar VIP Tent "Presented by **YOU**". Included in all social media, emails, etc.
- Ten (10) Trails Rockstar VIP Tickets
- Name or logo on large exclusive VIP tent banner, visible to all attendees(1500)
- Large logo on additional sponsor banners
- Logo on FWT social media posts, website, signage on tables in tent.
- Opportunity to have a vendor table at event
- Logo on photobooth digital photos

### Rockstar Food Sponsors: \$2,500

- Six (6) Trails Rockstar VIP Tickets
- Medium name or logo on sponsor banners
- Logo on FWT social media posts, website, signage on tables in tent.

### Corporate Ticket Package: \$1,500

- Ten (10) Trails Rockstar VIP tickets
- Small name or logo displayed on sponsor banners
- Logo on FWT website

### Silent Auction Item:

- Virtual Auction - Even people not present at the event can bid
- All items displayed online and in person at event.
- We are happy to pick up donated items
- Donations are needed in-hand by August 15th
- Items maybe be packaged with other items

## **MAP SPONSORSHIP** - DEADLINE: MARCH 1ST

### **Allen County Map**

☐ Large Panel - \$2,500

☐ Trail Friendly Business - \$400 + Offer

☐ Business Card Ad - \$1,000

### **Downtown Map**

☐ Large Panel - \$2,500

☐ Trail Friendly Business - \$400 + Offer

☐ Business Card Ad - \$1,000

### **Both Maps**

☐ Large Panel - \$3,500

☐ Trail Friendly Business - \$500 + Offer

☐ Business Card Ad - \$1,400

**If you are a Trail Friendly Business please select what you offer users.**

☐ Water Refill

☐ Public Restroom

☐ Bike Repair

☐ Product Deal or Discount

☐ Accessible Restroom

☐ Other \_\_\_\_\_

## **TREK THE TRAILS SPONSORSHIP** - DEADLINE: MARCH 1ST

☐ Title Sponsor\* - \$5,000

☐ Season Sponsors - \$2,500

☐ Weekly Sponsors - \$1,000

## **ADOPT-A-GREENWAY SPONSORSHIP** - DEADLINE: MARCH 1ST

☐ Title Sponsorship\* - \$2,000

## **TRAIL HUB CORPORATE SPONSORSHIP**

☐ Annual Corporate Sponsorship - \$6,000 - \$2,000/Year for 3 Years



## **FORT WAYNE TRAILS GOLF CLASSIC SPONSORSHIP - DEADLINE: APRIL 15TH**

☒ ~~Main Event Sponsor\* - \$5,000~~

☐ Lunch Sponsor\* - \$3,000

☐ Beverage Cart Sponsor - \$1,500

☐ Driving Range Sponsor - \$500

☐ Putting Contest Sponsors - \$500

☐ Tee Sponsors - \$200

☐ Foursome Team - \$500 - EMAIL PLAYER NAMES TO NICOLE@FWTRAILS.ORG

## **PUFFERBELLY RUN, WALK, AND STROLL SPONSORSHIP - DEADLINE: JUNE 1ST**

☒ ~~Gold Sponsor\* - \$5,000~~

☐ Silver Sponsors - \$3,000

☐ Bronze Sponsors - \$1,500

☐ Vendor Sponsors - \$200

## **BREWED IN THE FORT SPONSORSHIP - DEADLINE: AUGUST 10TH**

☒ ~~Tent /Title Sponsor\* - \$5,000~~

☐ Rockstar Food Sponsor - \$2,500

☐ Rockstar VIP Tickets - \$100 Each = \_\_\_\_\_

☐ Silent Auction Gift \_\_\_\_\_

Description of Item

\*Item may be packaged with other donated items

If item pick up location is different than address below please contact Nicole@fwtrails.org

\* Exclusive sponsors have first right of refusal to sponsor the 2027 program at the 2026 rate.

\* I agree that unless stated otherwise my logo may be placed with other sponsor logos.

**Total Amount -** \_\_\_\_\_

Sponsor Representative

Print Name

Signature

Organization Name

Date

Address

City, State, Zip

Email

Phone

☐ PLEASE INVOICE THREE PAYMENTS

☐ PLEASE INVOICE FULL AMOUNT

☐ CHECK INCLUDED

Fort Wayne Trails Representative

Signature

Date

Make checks payable to Fort Wayne Trails 300 E Main St, Suite 131 Fort Wayne , IN 46802

Email all graphics to James@fwtrails.org

For all other questions or inquiries please contact Nicole@fwtrails.org