



# COTA 2023 Sponsorship Opportunities



We need your financial support to take care of Central Oregon's trails

# COTA 2023 Sponsorship Opportunities

## Central Oregon's trails depend on your support

COTA maintains 600 miles of trails in Central Oregon. We are a trusted brand with a 30-year history of trail stewardship and advocacy.

COTA is a 501(c)(3) nonprofit (EIN: 91-1827339). Our 2023 annual operating budget is \$550,000. COTA is entirely funded by trail lovers like you. Without funding, Central Oregon's singletrack trails will not be the best they can be.

## Want to support Central Oregon's trails?

Sponsor one of COTA's trail stewardship, education, or community building programs.

## Want to talk about it?

We'd be stoked to discuss options and to hear your ideas and feedback!

Contact [emmy.andrews@cotamtb.com](mailto:emmy.andrews@cotamtb.com) or 415.531.5732.

Scan the code to give today!



# TRAIL STEWARDSHIP

## TRAIL LOVE SPONSOR

Trail Love is COTA's signature trail work event.

Each event is well-publicized for about two months and attended by more than 100 people. In 2022, Trail Love was a Source Pick and was a feature story on Bend Bulletin's Great Outdoors. In 2023, COTA will hold three Trail Love events: spring, summer, and fall.

### Sponsorships available

\$10,000 per Trail Love event

\$25,000 for all 3 events

### Included in your sponsorship

- Signature sponsorship: you will be the sole sponsor of the event
- Sponsor recognition and thank you on pre-event publicity, including press release and two newsletters (6,000)
- Sponsor recognition and thank you on Meetup (3,000), Facebook (5,000), Instagram (4,700), and Twitter (1,100)
- Sponsor recognition during pre-work briefing
- Opportunity to display your logo at the event
- Logo on COTA's website for the entire year
- Opportunity to distribute branded thank you gifts to trail workers (e.g., stickers, etc.)
- Opportunity for your employees to participate in the work event
- Good feels and bragging rights – you helped keep our community's trails in great shape for all!

Scan the code to give today!



# TRAIL STEWARDSHIP

## TRAIL WORK EVENT SPONSOR

Trail work events are the backbone of COTA's trail maintenance program. COTA leads approximately 150 work events a year removing trees that have fallen across the trail, clearing encroaching vegetation, maintaining berms and jumps, shaping rock features, and everyone's favorite: building NEW trails! Most work events are attended by about 10 people and all events are well-publicized.

### Sponsorships available

\$1,000 per work event

\$4,000 for 5 events

### Included in your sponsorship

- Sponsor recognition and thank you on Meetup (3,000), Facebook (5,000), Instagram (4,700), and Twitter (1,100)
- Sponsor recognition during pre-work briefing
- Logo on COTA's website for the entire year
- Opportunity to distribute branded thank you gifts to trail workers (e.g., stickers, etc.)
- Opportunity for your employees to participate in the work event
- Good feels and bragging rights – you helped keep our community's trails in great shape for all!

Scan the code to  
give today!



# TRAIL STEWARDSHIP

## SKILLS AREA OR FLOW TRAIL SPONSOR

Skills areas like The Lair and flow trails like Royal Flush get hammered every year by heavy use and dry summers. To keep these areas riding great, COTA needs to hire professional contractors who can use heavy equipment like mini-excavators to dial the jumps and berms in during the spring when there is enough moisture in the soil to pack it well. Sponsor your favorite one!

### Sponsorships available

\$15,000 Phil's skills area

\$15,000 Tiddlywinks

\$15,000 The Lair

\$15,000 Royal Flush

\$15,000 Lower Whoops

\$5,000 Madras East Hills flow trails

### Included in your sponsorship

- Sponsor recognition and thank you on relevant publicity, including press release and newsletter (6,000)
- Sponsor recognition and thank you on Meetup (3,000), Facebook (5,000), Instagram (4,700), and Twitter (1,100)
- Sponsor recognition during Bend Chapter meetings
- Logo on COTA's website for the entire year
- Good feels and bragging rights – you helped keep our community's trails in great shape for all!

Scan the code to  
give today!



# TRAIL STEWARDSHIP

## WINTER FAT BIKE TRAILS

When there is enough snow, COTA grooms 9 miles of over-snow trails at Wanoga Sno-Park. Although groomed specifically for fat bikes, these trails can also be enjoyed by cross-country skiers and snowshoers - and their dogs! One of the trails is groomed wide enough for riders of adaptive fat bikes, helping make winter sports more accessible to all. Help us keep this program running by helping fund the fuel, snowmobiles, and grooming equipment.

### Sponsorships available

\$5,000 Winter Trails Program Sponsor

### Included in your sponsorship

- Sponsor recognition and thank you on relevant publicity, including newsletter (6,000)
- Sponsor recognition and thank you on Meetup (3,000), Facebook (5,000), Instagram (4,700), and Twitter (1,100)
- Sponsor recognition at Bend Chapter meetings
- Logo on COTA's website for the entire year
- Good feels and bragging rights – you helped keep our community's trails in great shape for all!

Scan the code to  
give today!



# EDUCATION AND COMMUNITY BUILDING

## CHAPTER SPONSOR

COTA has six chapters: Bend, Crook County, Madras, Redmond, Sisters, and South Deschutes County.

Is there a chapter that is near and dear to your heart? Sponsoring a chapter supports food and drinks for chapter meetings, volunteer trail worker trainings and other education initiatives, chapter advocacy efforts, and special events.

### Sponsorships available

\$2,500 per chapter

### Included in your sponsorship

- Sponsor recognition and thank you in our monthly newsletter (6,000)
- Sponsor recognition and thank you on Meetup (3,000), Facebook (5,000), Instagram (4,700), and Twitter (1,100)
- Opportunity to introduce yourself and your business at a chapter meeting
- Sponsor recognition during chapter events
- Logo on COTA's website for the entire year
- Opportunity to distribute branded thank you gifts to chapter members (e.g., stickers)
- Good feels and bragging rights – you helped keep our community's trails in great shape for all!

**Scan the code to give today!**



# EDUCATION AND COMMUNITY BUILDING

## WOMEN OF COTA PROGRAM SPONSOR

The Women of COTA Program builds community among those who identify as female. Women of COTA events include rides, guest speakers, and hands-on trail work. In 2022, events included brushing trail work to keep vegetation from encroaching on trails, group rides, guest speakers to learn about trail work and responsible recreation, and a bike maintenance clinic.

### Sponsorships available

\$5,000 general sponsor (share benefits with others sponsors)

\$10,000 signature sponsor (be the sole sponsor of program)

### Included in your sponsorship

- Sponsor recognition and thank you in our monthly newsletter (6,000)
- Sponsor recognition and thank you on Meetup (3,000), Facebook (5,000), Instagram (4,700), and Twitter (1,100)
- Opportunity to introduce yourself and your business at a Women of COTA meeting
- Sponsor recognition during Women of COTA events
- Logo on COTA's website for the entire year
- Opportunity to distribute branded thank you gifts to participants (e.g., stickers)
- Good feels and bragging rights – you helped keep our community's trails in great shape for all!

**Scan the code to give today!**



# EDUCATION AND COMMUNITY BUILDING

## RIDE AND LEARN PROGRAM SPONSOR

This new program is modeled after the Women of COTA program and will expand that program to anyone that is interested in learning more about COTA, our community's trails, and how to balance recreation with other forest needs, such as those of protecting wildlife, working forest programs such as logging, and fire's role in the forest.

### Sponsorships available

\$5,000 general sponsor (share benefits with others sponsors)

\$20,000 signature sponsor (be the sole sponsor of program)

### Included in your sponsorship

- Sponsor recognition and thank you in our monthly newsletter (6,000)
- Sponsor recognition and thank you on Meetup (3,000), Facebook (5,000), Instagram (4,700), and Twitter (1,100)
- Opportunity to introduce yourself and your business at a Ride and Learn meeting
- Sponsor recognition during Ride and Learn events
- Logo on COTA's website for the entire year
- Opportunity to distribute branded thank you gifts to participants (e.g., stickers)
- Good feels and bragging rights – you helped keep our community's trails in great shape for all!

**Scan the code to give today!**

