



INVESTMENT OPPORTUNITIES



WE'RE MORE THAN A TRAIL OR GREENWAY

The Singing River Trail is actively connecting over 200+ miles of existing and future greenway systems that strengthen regional bonds, and create new health and wellness, educational, economic, tourism, and entrepreneurial opportunities for the people and communities of North Alabama.



singingrivertrail.com



WHAT?

- We are a Trail focused organization that spans North Alabama, working with 8 counties and multiple municipalities to build a connected trail system.
- SRT advocates for regionalism and is the conduit to seeing that the active transportation projects and funding needs of the 8 counties align.
- We partner with existing blueway, greenway, and outdoor recreation organizations to avoid duplication of efforts and services.

WHY?

- SRT is vital to North Alabama communities because trails spur the economy, build stronger communities, and increase civic pride.
- SRT advocates for communities to include active transportation in their infrastructures and connect to the region.
- Trails are the great socio-economic equalizer in the Outdoor Recreation space because they offer alternative transportation and health and wellness options.
- SRT strives to preserve our natural resources for future generations in a time of rapid growth and development.

HOW?

- A professional SRT team work daily to build relationships and support communities.
- We instill strong passion for outdoor recreation and active transportation for future generations to explore, discover, and carry forward with purpose and pride.
- SRT focuses on three core strengths:
 - Resource Support and Funding Procurement.
 - Support Entrepreneurship and Economic Impact.
 - Activate Trails to encourage healthy lifestyles and active transportation.
- SRT drives regionalism through partnerships with other organizations, municipalities, and government entities.

WHERE?



MASTER PLAN COMPLETED

Morgan County

Madison County

Limestone County

Lawrence County

Lauderdale County

Colbert County

IN PROGRESS

Marshall County

Jackson County



INVESTMENT OPPORTUNITIES

220 FOUNDER'S CLUB (EXCLUSIVE TIER)

Contribution: \$20,000+ or multi-year commitment

- * • Recognition as a 220 Founder's Club Member on specified signage
- Dedicated feature on website's homepage with sponsor spotlight
- * • Custom trail marker or bench plaque with sponsor name/logo
- * • Private guided trail tour or naming opportunity (trail segment, feature, etc.)
- Recognition at annual stakeholder's dinner or ribbon-cutting events
- VIP passes to all sponsored events and groundbreakings
- Personalized thank-you gift
- Inclusion in media, press releases, and documentary content
- * Recognition options vary by trail

TRAIL BLAZER SPONSOR

Contribution: \$10,000 – \$19,999

- Logo prominently featured on the sponsor page and donor wall
- Invitations and Recognition at major events
- Dedicated thank-you post on social media with link/tag
- Recognition at annual stakeholder's dinner or ribbon-cutting events
- Logo in newsletter and annual impact report

TRAIL EXPLORER SPONSOR

Contribution: \$5,000 - \$9,999

- Logo and link on sponsor webpage
- Inclusion in select promotional materials and donor wall
- Group thank-you post on social media
- Recognition in digital and print newsletters

TRAIL ADVOCATE SPONSOR

Contribution: \$1,000 - \$4,999

- Name listed on sponsor page and select materials
- Social media acknowledgment
- Invitation to special donor hike or event

TRAIL ENTHUSIAST SPONSOR

Contribution: Up to \$999

- Name included on annual donor roll (online)
- Digital thank-you card and optional donor decal
- Group social media mention

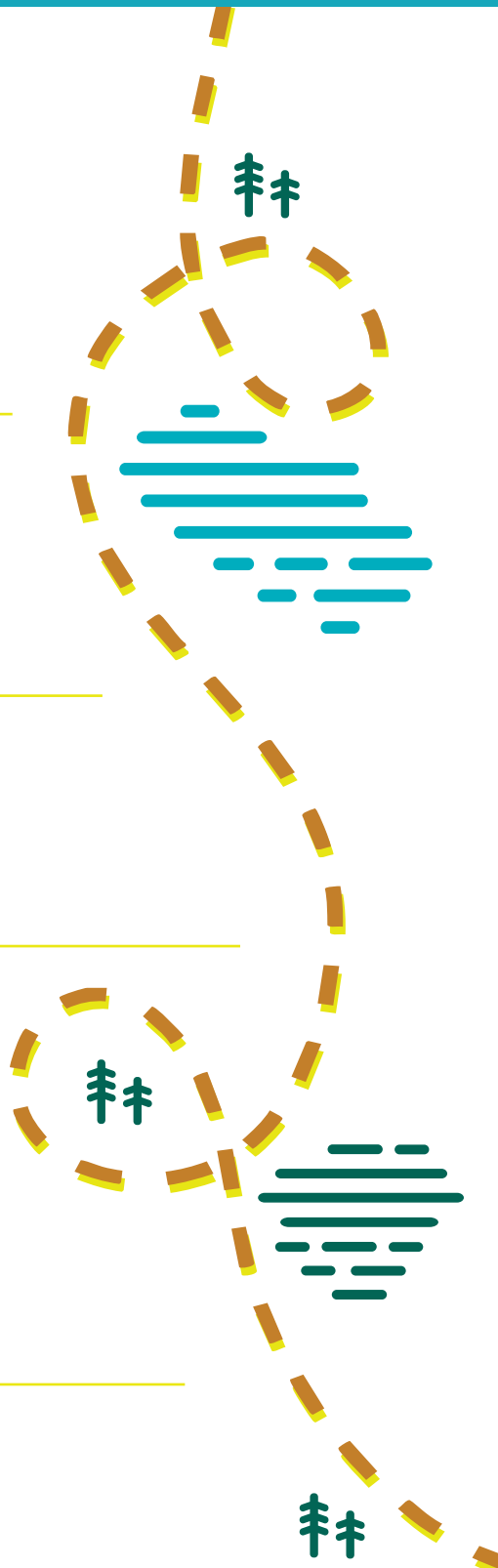
TRAIL ENTREPRENEUR SPONSOR (SMALL BUSINESS LEVEL)

Contribution: \$250 - \$999

- Name included on Small Business Supporter page on website.
- Small Business Supporter decal
- Group social media mention

THANK YOU!

Your support of the Singing River Trail's Mission to connect over 220 miles of existing and future greenways across North Alabama is vital to ensure we are able to continue this transformational work. Investing in the Singing River Trail is guaranteed to yield significant returns for communities and generations to come.





SPONSORSHIP INVESTMENT FORM

Sponsorship Level:

- | | |
|---|---|
| <input type="checkbox"/> 220 Founder's Club - \$20,000+ | <input type="checkbox"/> Trail Advocate - \$1,000 - \$4,999 |
| <input type="checkbox"/> Trail Blazer - \$10,000 - \$19,999 | <input type="checkbox"/> Trail Enthusiast - Up To - \$999 |
| <input type="checkbox"/> Trail Explorer - \$5,000 - \$9,999 | <input type="checkbox"/> Trail Entrepreneur - \$250 - \$999
(Small Business Level) |

Business Name: _____

Person of Contact: _____

Phone Number: _____

Email: _____

Mailing Address: _____

Amount of Donation: _____ Years to Commit: _____

(Limited to 3 years)

Payment Method: _____

Special Requests: _____

Sponsor Signature: _____ Date: _____

Authorizing Signature: _____ Date: _____

By signing this document you are committing to pay all dues and fulfill any requirements for sponsorship selected for the 220 Founder's Club created by Singing River Trail.

If paying by check, please make checks payable to:
Singing River Trail

Completed forms and checks can be mailed to:
Singing River Trail
PO Box 22
Mooreville, AL

Questions and completed forms can also be emailed to:
Singing River Trail at info@singingrivertrail.com or by calling 256-900-2674.

Thank you for your support!