OUR MISSION

The VVMTA’s mission is to maintain, educate, advocate for, and build sustainable non-motorized soft surface trails while conserving the natural environment of Eagle County and our public lands.

OUR VISION

The VVMTA is the leading advocate for soft surface trails in Eagle County, CO. The VVMTA’s vision is the creation of a sustainable multi-use soft surface trail network connecting communities and neighborhoods from Vail Pass to Basalt. We promote stewardship of our public lands, sustainable trail building practices and a balance between recreation and conservation. The VVMTA maintains that trails contribute to the quality of life and economic vitality of the community.

EXECUTION

The VVMTA manages trail advocacy programs, coordinates and trains volunteers, educates outdoor recreational users, organizes events, and contributes its talents, guidance and time to support local land managers in various soft surface trail initiatives.

FUNDRAISING

Your donation and support of the Eagle County Trail Fund supports our mission, vision, and allows us to execute programs, events, and operations including:

1. Adopt A Trail
2. Wildlife Trail Ambassadors
3. Volunteer opportunities
4. Improved sustainability & trail user experience
5. New trail construction
6. Local & regional trail system planning
7. Trail crew leader & volunteer training
8. Educational & community events
9. Organizational management & operations
10. Public lands access and advocacy

vvmta.org
2018 community accomplishments

**Everkrsip Trail**
- 1,031 Total Volunteer Hours
- 4 Miles of New Trail
- 1 Whiskey Creek Open to Mountain Biking

**Adopt A Trail**
- 2,591 Total Volunteer Hours
- 963 Pounds of Trash Removed
- 46 Trails Adopted

**Eagle County Trail Fund**
- 1 Brand New Mini Excavator to maintain and build trails

**IMBA Silver Level Ride Center**
- 1 of 15 Silver Level Mountain Biking Destinations in the World

**Wildlife Trail Ambassadors**
- 1,005 Total People Encountered
- 125 Total Days Volunteer
- 317 Cars Seen at Closed Trailheads

**Our Support**
- Facebook: 1,710 Followers
- Instagram: 855 Followers
- E-Newsletter: 1,124 Subscribers
- Members: 165 Members

THANK YOU

vvmta.org
2019/2020 Projects to Support

Minturn Bike Park

The Minturn Bike Park is a partnership between the Town of Minturn and the VVMTA. The conversation started in 2017 while the VVMTA was constructing the beginner family friendly Mini Mile. This bike park would be a world class facility for all ages, families, and ability levels to enjoy. Amenities would include green beginner, kid friendly pump track, to full on black diamond dirt jumps and flow trails with rocks, wood features, and more! Our goal is to begin construction in the spring of 2020 and finish by the fall of 2020.

The VVMTA is applying for a Great Outdoors Colorado (GOCO) grant to bring this $250,000+/- amenity to life. In order to make this a reality we are raising $30,000 to meet the grant cash match requirement. Interested in supporting this project? We recommend:

1. Our 1% for Trails Program which will not cost your business anything and sustainably fund this bike park into the future.
2. Title Sponsor of the Minturn Bike Park (read on for full assets and details)
3. Platinum, Gold, Silver, or Copper level partner (read on for full assets and details)

vvmta.org
2019/2020 Projects to Support

Everkrisp Trail

The Everkrisp Trail officially opened on July 12, 2019. It is the first non-resort trail to open in the Eagle-Holy Cross Ranger District in over a decade.

The Everkrisp Trail was only possible because of our community coming together. Financial support for this project was provided through donations to the Eagle County Trail Fund, partnerships with the Town of Minturn and EagleVail, and over 3,000 hours of volunteer trail work.

Even before the Everkrisp Trail opened it has had huge impacts on our community. The trail proposal and planning was the catalyst to create the Adopt a Trail and Wildlife Trail Ambassador programs. Additionally, this trail is the reason for new seasonal closure signage and gates located at some of our favorite trailheads to help mitigate wildlife impacts.

Interested in supporting this project and future projects like it? We recommend:

1. 1% for Trails Program which will not cost your business anything and support trails like this in the future.
2. Platinum, Gold, Silver, or Copper level partner (read on for full assets and details)
2019/2020 Projects to Support

Cougar Ridge Re-Route

Cougar Ridge aka the “Summer Minturn Mile” has been a multi-year project for the VVMTA. We have partnered with Volunteers for Outdoor Colorado over two years and four days in 2016 and 2017 completing the lower section re-route to create new and improved sustainable trail. We’ve also had a camping overnight to improve the trail through the top open meadow.

The hard part and most impactful re-route is on our list for the summer of 2020. We plan to apply for a National Forest Foundation Grant and need cash support to make this grant a reality. We will aim to hire a professional trail builder to re-route the eroded, road width, chunky sections of the trail and turn it into a special sustainable singletrack trail.

Interested in supporting this project? We recommend:

1. 1% for Trails Program which will not cost your business anything and support trails like this in the future.
2. Platinum, Gold, Silver, or Copper level partner (read on for full assets and details)
2019/2020 Projects to Support

Adopt A Trail & Wildlife Trail Ambassador Programs

Adopt A Trail

Wow, what a successful, community driven program that makes an immediate impact on our local trails and creates trail stewards for years to come. We have gone from 30 trails and teams in 2016 to 53 in 2019! We are always continuing to grow and to do that we need continued support.

Wildlife Trail Ambassador Program

In the Spring of 2018, the VVMTA and it’s Adopt A Trail program launched the Trail Ambassador program. The VVMTA recognized the need to be the leaders in proactively approaching the education and communication surrounding seasonal trail closures to protect wildlife and our trails. With this, the Wildlife Trail Ambassador program was launched. The Ambassadors’ duties include:

- Enforce seasonal trail closures by actively being positioned at trailheads
- Education to trail users about the reasons for seasonal trail closures
- Education to trail users about local flora and fauna
- Education and communication spreading Leave No Trace Principles
- Actively engage local businesses and hotels to help spread the word to our Valley’s visitors

Interested in supporting Adopt A Trail and the Trail Ambassador Program? We recommend:

1. 1% for Trails Program which will not cost your business anything and support trails like this in the future.
2. Title Sponsorship of the Adopt A Trail and Wildlife Trail Ambassador Programs (read on for full details)
3. Platinum, Gold, Silver, or Copper level partner (read on for full assets and details)

vvmta.org
business partnership levels & benefits

DONATE TO THE EAGLE COUNTY TRAIL FUND

Trail advocacy, planning, building, and maintenance takes significant resources, time, and money. The VVMTA launched the Eagle County Trail Fund to further our commitment to be the soft surface trail stewards of Eagle County.

The Eagle County Trail Fund will establish a funding source for Eagle County’s trails for years to come. The fund will specifically be allocated towards maintaining and building sustainable soft surface trails for all non-motorized trail users. VVMTA programs supported by the Eagle County Trail Fund include the Adopt A Trail, Trail Ambassador programs, Wednesday Night Trail Crew, and more.

PLATINUM

$5,000 Level +

*All of Gold, Silver, & Copper +

| VVMTA Swag Bag Hat, Socks, Gloves, Water Bottle, & Koozie (x8) | Eight (8) Individual Memberships | Custom Targeted Promotions & Recognition | Prominent / Custom Recognition at the Minturn Bike Park | Four (4) Event Registrations to a VVMTA Event/Race |

GOLD

$2,500 Level +

*All of Silver & Copper +

| VVMTA Swag Bag Hat, Socks, Gloves, Water Bottle, & Koozie (x6) | Six (6) Individual Memberships | Dedicated Social Media Posts on Facebook & Instagram | Custom Recognition at the Minturn Bike Park | Two (2) Event Registrations to a VVMTA Event/Race |

vvmta.org |
### Business Partnership Levels & Benefits

#### Silver

$1,000 Level +

<table>
<thead>
<tr>
<th>Copper</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500 Level +</td>
<td>$1,000 Level +</td>
</tr>
</tbody>
</table>

*All of Copper +

| VVMTA Swag Bag Hat, Socks, Gloves, Water Bottle, & Koozie (x4) | Four (4) Individual Memberships | Name/Logo Inclusion on the Mini Excavator | Recognition at the Minturn Bike Park | One (1) Event Registrations to a VVMTA Event/Race |

#### Copper

$500 Level +

| VVMTA Swag Bag Hat, Socks, Gloves, Water Bottle, & Koozie (x2) | Two (2) Individual Memberships | Logo Inclusion & Link on Website & E-Newsletter | Listed as Supporter of the Minturn Bike Park | Thank You Social Media Post on Facebook & Instagram |

### Product & In-Kind Donation:

Our programs run on the dedication and support of volunteers. Gifts and prizes are always in need and are a great way to reward our volunteers and/or raise money. We’d love to work with you to determine how your product or venue donation is used in a meaningful way. Contact Ernest at ernest@vvmta.org to discuss further.
The 1% for Trails program is a collaborative effort launched by the Vail Valley Mountain Trails Alliance (VVMTA) and the Hardscrabble Trails Coalition (HTC). The VVMTA and HTC share the same mission to build and maintain soft surface trails in Eagle County. All proceeds go directly to the Eagle County Trail Fund that supports soft surface trail initiatives in our community.

**HOW IT WORKS:**

1. Businesses collect a voluntary 1% donation on the gross sales before taxes of products and services from their customers.
2. Add a line item that appears on the receipt indicating to the customer that a 1% voluntary donation is being collected.
3. We will provide you with informational materials to display at your business, on your website, social media feeds, forms, and all other materials to communicate the program.

**THE CUSTOMER:**

1. If a customer does not wish to donate, it is easy to remove the 1% donation from the sale.
2. The notifications clearly state that the 1% donation is entirely voluntary. We’d be happy to be put in touch with any customer to better explain the program.
3. Your staff is not expected to explain the program to each customer. The information signage that we provide will do this.

**THE FINANCES:**

1. The customer is making the donation which makes it tax deductible for them, not your business.
2. We will work with you on a payment schedule; monthly, quarterly, etc. We want to make it easy!
3. The amount of donations from each business is kept strictly confidential.

**WHAT WE DO FOR YOU:**

1. We build and maintain the soft surface trails we know and love in Eagle County. We advocate for sustainable trails that consider wildlife, our environment, and our community.
2. Your business will be highlighted and promoted through all of our communication channels including Facebook, Instagram, and monthly eNewsletter.
3. We will constantly work with you to create unique and successful cross marketing campaigns.

vvmta.org | VVMTA Hardscrabble Trails Coalition
The 1% for Trails program is a collaborative effort launched by the Vail Valley Mountain Trails Alliance (VVMTA) and the Hardscrabble Trails Coalition (HTC).

The VVMTA and HTC share the same mission to build and maintain soft surface trails in Eagle County. All proceeds go directly to the Eagle County Trail Fund that supports soft surface trail and conservation initiatives.

To learn more, please visit: vvmta.org

What is 1% for Trails?

It is a voluntary 1% donation that directly supports soft surface trail and conservation initiatives in Eagle County.

To learn more, please visit: vvmta.org

To opt out, please ask!
## Minturn Bike Park - Title Sponsor: $20,000

<table>
<thead>
<tr>
<th><strong>Title Sponsorship &amp; Naming Rights</strong></th>
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<tbody>
<tr>
<td>Named the “Your Company” - Minturn Bike Park</td>
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</tbody>
</table>

## Adopt A Trail presented by “Your Company”: $15,000

<table>
<thead>
<tr>
<th><strong>Presenting Sponsorship of the Adopt A Trail Program</strong></th>
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<tbody>
<tr>
<td>Eagle County AAT Program Presented By “Your Brand”</td>
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</table>

[vvmta.org](vvmta.org)
### MINI EXCAVATOR TITLE SPONSOR: $10,000

Title Sponsorship of our Kubota Mini Excavator

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<tr>
<th>Custom Signage Wrap of the Mini Excavator</th>
<th>Opportunity to Name the Mini Excavator</th>
<th>Dedicated Social Media Posts of the Mini Excavator</th>
<th>Creation of Custom Promotional Campaigns</th>
</tr>
</thead>
</table>

### FUNDURO RACE TITLE SPONSOR: $1,500

Presenting Sponsorship of the Adopt A Trail Program

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<tr>
<th>Over 400 Participants (Possible 3-4 race series in 2020)</th>
<th>All Marketing &amp; Advertising to Include Business Name/Logo</th>
<th>Opportunity to Offer Promotion/Product to Participants</th>
<th>Four (4) Race Entries to Entire Series</th>
</tr>
</thead>
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### VVMSTA EVENT TITLE SPONSOR: $500

Title Sponsor of Your Choice: Spring Kick Off, End of Season Party, Wednesday Night Trail Crew, and More to Come!

vvmta.org | VVMSTA - Yol Valley Mountain Trail Alliance
thank you from the vvmta

CONTACT US:
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ernest@vvmta.org
C: 607-778-0337
Website: vvmta.org

OUR BOARD:
Jamie Malin - President
Kat Sedillo - Vice President
Casey Wyse - Treasurer
Pete Seibert - Member
Mark Luzar - Member
Bill Hoblitzell - Member
Fritz Bratschie - Member
Brian Rodine - Member

OUR SUPPORTERS:
Eagle County
EagleVail
Town of Avon
Town of Vail
Town of Minturn
EagleVail Metro District & POA
Berry Creek Metro District
Vail Rec District
Mountain Recreation
Singletree Homeowners Association
National Forest Foundation
United States Forest Service
XTERRA Foundation
Slifer Smith & Frampton Foundation
Moontime Cyclery
Alpine Bank
& Many Individual Donors...

Website: vvmta.org