



— 2026 —

BUSINESS PARTNER OPPORTUNITIES



About Redwood Trails Alliance

Redwood Trails Alliance (RTA) advocates for **trail stewardship**, **conservation**, and **outdoor access** across Sonoma, Napa, and Lake Counties. We unite volunteers, land managers, trail users, and groups to create sustainable trails that connect people to the North Bay's landscapes while protecting natural resources.

With decades of experience in trail building, education, and community engagement, we provide volunteer opportunities, stewardship education, and expert trail planning and construction.

More Trails, Better Trails!

Redwood Trails Alliance is a 501(c)3 non-profit with tax ID #94-2882416

RTA In Action



Trione-Annadel State Park
SANTA ROSA

Through a Donation of Services Agreement, RTA is conducting much needed trail maintenance and other enhancements throughout the park.



Keiser Park Pump Track
WINDSOR

With community partners and the King Ridge Foundation, RTA built a large youth-focused pump track as part of Windsor's Keiser Park Master Plan.



Moore Creek Park
NAPA

RTA is planning the most ambitious trail project in the park by creating a large loop that will also ensure year round access by avoiding winter creek crossings.



2026 Partnership Opportunities

As a Business Partner, your brand is showcased alongside RTA's most impactful programs, projects, and events. Choose the opportunity that aligns best with your values and community connections.

2026 Partnership Opportunities

Trail Rock! Festival

(Spring SOMO Village – live music, outdoor expo, hikes & rides, 2,500 attendees)

See sponsor deck for more details!



2026 Partnership Opportunities

Trail Crew Leader Training Program

(building skilled leaders to steward durable trails)

Over the next three years, we've lined up a full slate of projects that will expand access, improve sustainability, and create new adventures for hikers, mountain bikers, runners, and equestrians. From the redwood forests of the coast to the oak-studded ridges of the Mayacamas, your donation helps shape the future of trail access in the North Bay.

To meet this challenge, we've added a new Trails Coordinator position focused on launching our Trail Crew Leader Training Program — a bold new initiative to turbocharge our volunteer days by empowering experienced volunteers to lead.

More crew leaders = more trail days, more stewardship, and faster progress on the trails we all love.

2026 Partnership Opportunities

Volunteer Days at a Park of Your Choice

(custom engagement for staff and clients)

Bring your values to life while giving back. Sponsor a Volunteer Trail Day and choose a local park where 25–50 volunteers—including your team—contribute up to 250 hours of service. It's a high-impact day of teamwork, community spirit, and stewardship.

Your sponsorship covers professional trail-crew leadership, risk management, tools and equipment, plus food and fun. Together we'll improve trails for hikers, bikers, equestrians, and families—leaving a lasting benefit your employees and customers can enjoy.

More than a service day, it builds pride, strengthens teams, and showcases your commitment to healthy communities and outdoor recreation.



2026 Partnership Opportunities

Annual Member Dinner

(early November, celebrating 1,000+ members)

Celebrate community, trails, and the people who make them possible. The Redwood Trails Alliance Member Dinner honors the volunteers, donors, and partners behind “More Trails, Better Trails.” Free to all members and annual donors, the evening features a pasta feed, local wine and craft beer, awards for outstanding stewards, a raffle, and time to connect with fellow trail lovers.

Sponsorship keeps this tradition free and spotlights those who give to our trails. Benefits include prominent recognition throughout the event, logo placement on materials, and association with a gathering that brings together hundreds of outdoor enthusiasts, community leaders, and families. Supporting the Member Dinner demonstrates your commitment to healthy communities, thriving open spaces, and the people who make trails possible.



2026 Partnership Opportunities

Trailhead Outpost Program

(trail etiquette and education for all trail users)

Put your brand at the trailhead—where the community meets nature. Sponsor a Redwood Trails Alliance Trailhead Outpost to support staff and volunteers welcoming visitors at popular North Bay trailheads. Outposts engage hikers, bikers, equestrians, and families with fun, hands-on education about safe trail sharing, wildlife protection, and caring for our parks.

Each Outpost features a lively Trail Quiz with prizes branded with your logo—creating a positive, lasting association. Your sponsorship covers staffing, volunteer coordination, outreach materials, and prizes, positioning your company as a leader in outdoor recreation, stewardship, and community engagement.

It's a visible, family-friendly way to showcase your values while helping build a culture of respect and responsibility on the trails we all love.

2026 Partnership Opportunities

Pay the Piper Trail Project – Moore Creek Park, Napa

(signature 2.2-mile loop

creating year-round access)

Redwood Trails Alliance (RTA) seeks sponsors to support the construction of *Pay the Piper Trail*, a 2.5-mile, multi-use trail at Moore Creek Park in Napa County. This trail will complete a key loop in the park's "Canyon" trail network by connecting Dan's Wild Ride and Valentine Vista Trail—two of the most popular trails in the park. Designed in collaboration with local land managers and informed by community use patterns, *Pay the Piper* will also provide a year-round recreation route by avoiding multiple high-flow creek crossings that currently limit access during the rainy season.

This grassroots effort will enhance sustainable recreation opportunities, reduce user conflicts, and deepen community engagement through volunteer participation in trail construction and stewardship.

Redwood Trails Alliance Sponsorship Levels

TRAIL VISIONARY

\$10,000+

*For those who lead
the way in shaping
the future of trails.*

TRAIL CHAMPION

\$7,500+

*Leaders who inspire
others to give and get
involved.*

TRAIL BLAZER

\$5,000+

*Pioneers who push
new projects
forward.*

TRAIL BUILDER

\$2,500+

*Hands-on supporters
who make projects
possible.*

TRAIL SUPPORTER

\$1,000+

*Foundational
partners who keep
trails strong.*

Trail Visionary

\$10,000+ | *For those who lead the way in shaping the future of trails.*

BENEFITS INCLUDE:

- Premier logo placement on event banners, website, and promotional materials
- Verbal recognition at events and programs
- Sponsorship of three signature projects or programs (e.g., Trail Rock! Festival, Pay the Piper Trail, or Trail Crew Leader Training)
- Opportunity to speak or be highlighted at sponsored event/program
- Custom recognition opportunities tailored to your brand (glassware, trail signage, etc.)
- Dedicated feature in newsletter & social media

All levels receive recognition as part of the Redwood Trails Alliance family of partners and the satisfaction of supporting “More Trails, Better Trails” across Sonoma, Napa, and Lake Counties.

Trail Champion

\$7,500 | *Leaders who inspire others to give and get involved.*

BENEFITS INCLUDE:

- Premier logo placement website and promotional materials
- Sponsorship of two signature projects or programs (e.g., Trail Rock! Festival, Pay the Piper Trail, or Trail Crew Leader Training)
- Recognition at sponsored event/program
- Booth space or on-site visibility opportunities
- Highlight in one newsletter and social media post

All levels receive recognition as part of the Redwood Trails Alliance family of partners and the satisfaction of supporting “More Trails, Better Trails” across Sonoma, Napa, and Lake Counties.

Trail Blazer

\$5,000 | *Pioneers who push new project forward.*

BENEFITS INCLUDE:

- Logo placement website and select promotional materials
- Sponsorship of one signature projects or programs (e.g., Trail Rock! Festival, Pay the Piper Trail, or Trail Crew Leader Training)
- Recognition in event signage and announcements
- Booth/table space (if applicable)
- Social media acknowledgement

All levels receive recognition as part of the Redwood Trails Alliance family of partners and the satisfaction of supporting “More Trails, Better Trails” across Sonoma, Napa, and Lake Counties.

Trail Builder

\$2,500 | *Hands-on supporters who make projects possible.*

BENEFITS INCLUDE:

- Logo placement website and annual sponsor listing
- Sponsorship tied to one project, program, or event
- Recognition in social media and newsletter group thank-you

All levels receive recognition as part of the Redwood Trails Alliance family of partners and the satisfaction of supporting "More Trails, Better Trails" across Sonoma, Napa, and Lake Counties.

Trail Supporter

\$1,000 | *Foundational partners who keep trails strong.*

BENEFITS INCLUDE:

- Name listing on website and annual sponsor recognition
- Acknowledgment tied to one volunteer day, program, or event
- Group social media acknowledgment
- Invitation to sponsored volunteer opportunities

All levels receive recognition as part of the Redwood Trails Alliance family of partners and the satisfaction of supporting "More Trails, Better Trails" across Sonoma, Napa, and Lake Counties.



Recognition & Visibility

**Your support is amplified
across multiple channels:**

5,000 EMAIL SUBSCRIBERS

10,000+ SOCIAL MEDIA IMPRESSIONS ANNUALLY

500+ ACTIVE VOLUNTEERS

REGIONAL MEDIA + EVENT EXPOSURE



Why It Matters

Great trails don't just happen.

Access is at risk.

Without education, advocacy, and investment, access to nature can
Disappear.

Trails build strong communities.

They support physical and mental health,
local economies, and
Connection.

We all have a role.

Many people love trails but don't realize
they can help protect and expand them.

Join Us

Great trails don't just happen.

They're built by a community that cares – and that includes your business.

Contact: Tom Boss
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