



2023 BUSINESS SPONSORSHIP PACKET

La Veta Trails' mission is to help develop and maintain parks and trail systems in Huerfano County that connect people of all ages and abilities to the outdoors, inspire volunteerism, and contribute to the health and economic vitality of the region. As a 501(c)3 nonprofit, we rely on donations, grants, sponsorships, and events to fund our work.



COMMUNITY ENGAGEMENT

La Veta Trails would not be what it is without the involvement of hundreds of people in Huerfano County who volunteer, attend events, and donate.



VOLUNTEER STEWARDS

We partner with local, state, and federal government organizations and school districts to maintain, improve, and keep clean our parks and trails.

SKILLS AND CERTIFICATION

We offer First Aid/CPR and Crosscut Saw certification through our partnership with the U.S. Forest Service and Crew Leader training through Volunteers for Outdoor Colorado. In 2023, we will add chainsaw certification in partnership with the La Veta Fire Protection District.



YOUTH STEWARDS

We offer opportunities for youth to work outside and get hands-on training on leadership development, care and maintenance of trails and trail structures, and Leave No Trace.

EVENTS

We host Earth Day clean-up events, Earth Day Bingo, and National Trails Day in June in partnership with Lathrop State Park. See the calendar p. 4.



INFRASTRUCTURE

We support our partners through grant writing, planning and construction, and community fundraising to demonstrate community support for parks, trails, and recreational amenities.

Ways Your Business Can Contribute

Choose the contribution type that will work best for your business.



Make a One-Time Donation

Your business will write a one-time check for the sponsorship up-front. Your one-time donation helps us with programming and general operating costs. Your money directly benefits Huerfano County.



Customer-Generated Donation Program

Your business will add a donation onto the sale of services, retail goods, or a combination of both. The Customer-Generated Donation Program will provide LVT with critically needed funding to advance our work in Huerfano County so we can connect everyone to the outdoors. With Customer-Generated Donations we will be able to construct, restore and maintain existing and new parks, open spaces, and trails in conjunction with our partners.



Maintain a Donation Box at Your Place of Business

La Veta Trails will provide a donation box for your customers to deposit their donations. We will arrange with you to pick up the box when it is full.



Ways We Will Support You and Your Customers

- La Veta Trails will provide printed materials to promote your participation in the program and to help explain the program to your customers.
- We will provide a cling decal for your business window to promote your support of La Veta Trails.
- You will receive benefits listed on p. 3, based on your contribution level.
- Your contributions will be used to:
 - » publish 2023 Spanish Peaks Region Recreation and Trail Guide,
 - » plan, construct and maintain parks, trails, and outdoor recreational amenities,
 - » support events,
 - » purchase and post a banner at events with the logos of business sponsors,
 - » purchase promotional materials, and
 - » provide Student Internships.

**Platinum
Transparency
2022**

Candid.

We're excited to share that our organization has earned a 2022 Platinum Seal of Transparency with Candid! Now, you can support our work with trust and confidence by viewing our Nonprofit Profile: La Veta Trails - GuideStar Profile.

Business Sponsor Benefits

EVENTS CALENDAR

JANUARY	We are a proud supporter of Lathrop State Park's First Day Hike.
FEBRUARY	St. Patrick's Day Bingo Fundraiser
MARCH	Season Kick-off Event
APRIL	Earth Day Clean-up
MAY	Guided Gravel Ride.
JUNE	National Trails Day with Lathrop State Park.
JULY	Grandote Peaks Golf Club 18-hole Tournament to Support La Veta Trails Kiddie Crew for children 10 years and under.
AUGUST	Cucharas River Learn and Play.
SEPTEMBER	National Public Lands Day
OCTOBER	Scary Trails Halloween Fun.
NOVEMBER	Bingo Fundraiser
DECEMBER	We participate in the Spanish Peak Business Alliance's Annual Holiday Celebration to raise funds for outdoor recreational amenities in Huerfano County.



MEDIA REACH

Our La Veta Trails Facebook page has 1,849 followers. We post updates 2-3 times a week.

Our Spanish Peaks Wilderness Stewards Facebook page has 188 followers. We post during the maintenance season.

Our Instagram page has 130 followers and growing. We post monthly,

Business Sponsor Benefits

	TRAIL EXPLORER	CREW LEADER	TRAIL BUILDER	TRAIL STEWARD	TRAIL SUSTAINER
	\$100	\$250	\$500	\$1,000	\$2,500
Business donor feature in newsletters					✓
Host LVT-sponsored event at your business location					✓
Logo on LVT banner at all LVT-sponsored events			✓	✓	Top Tier
Opportunity to distribute offers/ads at LVT-sponsored events			✓	✓	✓
Logo on newsletters		✓	✓	✓	Top Tier
Logo on LVT website with a link to your business website, or Facebook page	✓	✓	✓	✓	✓
Logo and business contact published in the Spanish Peaks Recreation and Trail Guide	✓	✓	✓	✓	✓
Opportunity to distribute the Spanish Peaks Recreation and Trail Guide to your customers.	✓	✓	✓	✓	✓



THANK YOU FOR YOUR SUPPORT!

Check out our new website www.lavetatrails.org.