

# TrailNation Summit

HOSTED BY RAILS TO TRAILS CONSERVANCY

October 27-29, 2025  
Cleveland, Ohio



Ohio & Erie Canal Towpath Trail | Photo by Jason Cohn

**Rails to Trails Conservancy's TrailNation™ Summit in October 2025 will be a transformational gathering of 500 trail network visionaries, innovators and practitioners from across the country coming together to explore strategies to catalyze the development of equitable trail and active transportation networks—essential infrastructure for American towns, cities, states and regions.**

Over two full days in Cleveland, participants will be immersed in a learning experience designed to build the necessary connections with professionals and advocates from different fields, geographies, and areas of expertise from across a wide range of sectors necessary to trail network development. Participants will gain cutting-edge strategies to develop connected trail and active transportation networks that bolster local economies, improve public health, foster social connections, and enhance quality of life in communities nationwide.

At the TrailNation Summit, we will dive into innovative strategies for creating and expanding trail and active transportation networks, leaving participants empowered and emboldened to take the necessary actions to bring to life the impact of this infrastructure. Through dynamic mobile workshops, tailored regional cohort sessions, and strategic conversations, the Summit will shine a spotlight on trail networks as a fundamental tool to deliver transformative benefits to people and places nationwide. Participants in the Summit will leave inspired and equipped with the tools, strategies, and connections to accelerate network development in their regions. Most importantly, they will join a multidisciplinary community of champions and innovators dedicated to creating healthier, more inclusive, and resilient futures for all.

Together, we'll break down barriers and uncover strategies to unlock the power of this infrastructure for the well-being of people, places and the planet.

## PRELIMINARY EVENT SCHEDULE

### **MONDAY, OCTOBER 27**

Participants Arrive,  
Evening Reception

### **TUESDAY, OCTOBER 28**

Plenary Sessions, Deep-Dive  
Learning Sessions, Mobile  
Workshops, Evening Reception

### **WEDNESDAY, OCTOBER 29**

Plenary Sessions, Deep-Dive  
Learning Sessions, Mobile  
Workshops, Summit Concludes



## SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

RTC's TrailNation™ Summit will create meaningful opportunities to reach a national audience of professionals and advocates working to create and connect trail networks across the country. Sponsors will reach everyone from government agency leaders to community-based organizations, members of indigenous tribes, elected officials, funders and nationally recognized experts in organizing the people, plans and ideas; leading trail planning and community engagement; and implementing the advocacy and marketing strategies that are necessary to establish trail networks that connect neighborhoods, states and entire regions.

RTC will recognize all sponsors and partners, promoting their support across RTC's platforms as outlined in the benefits below. RTC's communications channels have a wide reach, engaging trail enthusiasts, advocates and professionals:

- Social Media Reach (@railstotrails primarily on Facebook, Instagram, LinkedIn and X): 250,000+ audience
- RailsToTrails.org Website Reach: 1.3+ million users
- TrailNation Collaborative Newsletter: 7,400+ subscribers

All sponsors will be invited to contribute one item (approved by RTC) to attendee registration packets.

### **\$35,000 SUMMIT SPONSOR**

*Two opportunities available*

- **Top billing as a Premiere Sponsor in all event promotional materials and on-site signage**
- Opportunity to deliver welcome remarks at the opening plenary session (speakers approved by RTC) on Oct. 28
- Up to four (4) complimentary registrations
- Up to eight (8) additional registrations for evening receptions
- Social media recognition in up to 8 event-related posts
- One (1) banner ad in RTC's TrailNation Collaborative newsletter

### **\$25,000 EVENING RECEPTION SPONSOR**

*Two opportunities available*

- Listed as a sponsor in event promotional materials and on-site signage, including at sponsored evening reception
- Opportunity to deliver welcome remarks at sponsored evening reception (speakers approved by RTC)
- Up to four (4) complimentary conference registrations
- Up to six (6) additional registrations for sponsored evening reception
- Social media recognition in up to 6 event-related posts
- One (1) banner ad in RTC's TrailNation Collaborative newsletter

### **\$20,000 PLENARY SESSION SPONSOR**

*Three opportunities available*

- Listed as a sponsor in event promotional materials and on-site signage, including at sponsored plenary
- Opportunity to deliver welcome remarks at sponsored plenary (speakers approved by RTC)
- Up to four (4) complimentary conference registrations
- Social media recognition in up to 6 event-related posts
- One (1) banner ad in RTC's TrailNation Collaborative newsletter



# TRAILNATION SUMMIT

## \$15,000 MEAL SPONSOR

Four opportunities

- Two (2) breakfasts and two (2) lunches available
- Listed as a sponsor in event promotional materials and on-site signage, including at sponsored meal
- Collateral materials (content approved by RTC) at each seat for sponsored meal
- Up to three (3) complimentary conference registrations
- Social media recognition in up to 6 event-related posts
- One (1) banner ad in RTC's TrailNation Collaborative newsletter

## \$10,000 WORKSHOP SPONSOR

Four opportunities available

- Sponsorship of the series of mobile workshops or deep-dive learning sessions
- Listed as a sponsor in event promotional materials and on-site signage
- On-site signage recognizing sponsorship level at workshops
- Social media recognition in up to 4 event-related posts
- Up to two (2) complimentary conference registrations

## \$5,000 "FRIENDS OF THE SUMMIT" SPONSOR

Unlimited opportunities

- Listed on an on-site "Friends of the Summit" sign and on conference website
- Social media recognition in up to 4 event-related posts
- One (1) complimentary conference registration

## \$2,500 SCHOLARSHIP FUND

Unlimited opportunities

- Listed on conference website as scholarship supporter
- One (1) complimentary conference registration

## SWAG CO-BRANDING

- Water bottles: \$2,000 plus cost of 500 water bottles
- Canvas Bags: \$1,500 plus cost of 500 bags
- Name Tag Lanyards: \$1,000 plus cost of 500 lanyards

Cleveland Foundation Centennial Lake Link Trail | Photo by Jason Cohn



Want to support the TrailNation Summit but don't see a sponsorship package that fits your needs? We are glad to design a custom package.

Please reach out and let's talk!

Contact Danielle Casavant,  
Danielle@railstotrails.org  
202.331.9696

## About Rails to Trails Conservancy and TrailNation

Rails to Trails Conservancy is the nation's largest trails, walking and biking advocacy organization. Since 1986, we've worked to build a nation connected by trails, reimagining public spaces to create safe ways for everyone to walk, bike and be active outdoors.

TrailNation™ is RTC's flagship initiative to create, connect and maintain trail networks across the country. Through this initiative, RTC brings together the model projects, the leaders and champions, and the resources to accelerate the pace of equitable trail development, creating new access to this essential infrastructure and the benefits it brings for everyone in America.

Learn more at [RailstoTrails.org/TrailNation](https://RailstoTrails.org/TrailNation).

