**C**orporate Engagement Event (e.g., Guided Hike for up to 12 Persons)

- Corporate Day of Service
- Social Media Posting
- Quarterly E-Blast Promotion to ATC Members “Partner Perks”
- Ad in *A.T. Journeys* Magazine
- Acknowledgement in *A.T. Journeys* Magazine
- Web Link & Logo Placement on appalachiantrail.org
- Listing in Annual Report

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**HIKER**

- $5,000 - $9,999

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Hiker</th>
<th>Ridge Runner</th>
<th>Maintainer</th>
<th>Trail Blazer</th>
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<tr>
<td>Corporate Engagement Event</td>
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**MAINTAINER**

- $25,000 - $49,999

**TRAIL BLAZER**

- $50,000 +

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**Be Part of the Story**

**Make a lasting connection. Be part of a community of doers and dreamers. Join the Appalachian Trail Conservancy (ATC) as a Corporate Partner.**

Help continue the vision set forth by Benton MacKaye, who proposed the Appalachian Trail (A.T.) in 1921. Connect with people and the great outdoors and help current and future generations foster an appreciation for conservation and community. Be part of the next dream, the next challenge, the next victory. Be part of the story.
**SOCIAL MEDIA CORPORATE PROGRAM BENEFITS**

**Be Part of the Story**

Make a lasting connection. Support and connect with a community of doers and dreamers. Join the Appalachian Trail Conservancy (ATC) as a Corporate Partner.

**Post Information**

- Social Posts are distributed on Twitter, Facebook & Instagram.
- Product Use Video – Short form video that includes corporate partner product and logo. Video may be dispersed across social channels, including YouTube (depending on video length).
- Thank You Video – Instagram Story Video with 2-3 slides and call to action

**Social Perks**

- ATC has nearly 600K social media followers across multiple social media channels, so your brand is exposed to a large, qualified audience who can Like, Love & Share!

**Program**

- Posts will include sponsor @handle or business name (if applicable).
- Sponsor may provide specific hashtags to be used in conjunction with ATC & A.T. hashtags.
- Photos provided by sponsors to use with posts but must adhere to Leave No Trace best practices and safety requirements.
- All sponsors may request content approval prior to posting and must provide (email & phone number).
- ATC will provide copy two weeks in advance of post.
- The ATC holds the right to final approval and may request content changes.
- If ATC chooses to retweet/repost relevant content by sponsor, this will not be counted toward total posts.

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**HIKER**

- Posts Annually: 2
- $5,000 - $9,999

**RIDGE RUNNER**

- Posts Annually: 4
- Product Use Video ✔
- $10,000 - $24,999

**MAINTAINER**

- Posts Annually: 6
- Thank You Video ✔
- $25,000 - $49,999

**TRAIL BLAZER**

- Posts Annually: 8
- $50,000 +
Your Contribution

Your donation supports the work of more than 6,800 volunteers who collectively give nearly 272,000 hours a year to manage, steward, and maintain the A.T. Your generosity also funds education programs for young people and land conservation efforts from Georgia to Maine.

Connect with the ATC and garner benefits for your company, brand, and staff today!

Our Success, Thanks to You!

Thanks to you and the philanthropic contributions of many corporations and organizations, the A.T. is recognized worldwide as one of North America’s most treasured spaces, and the ATC has been awarded the following:

For more information on ATC’s Corporate Partnerships Program please contact:
Shalin Desai, Vice President of Advancement
304.930.5054 or via email at sdesai@appalachiantrail.org

For more information on ATC’s Social Media Corporate Program please contact:
Alyssa Reck, Social Media Manager
304.930.5205 or via email at areck@appalachiantrail.org