

# CORPORATE PARTNERSHIP PROGRAM BENEFITS



## 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.



HIKER

### RIDGE RUNNER



### MAINTAINER



### TRAIL BLAZER



Corporate 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](http://appalachiantrail.org)

Listing in Annual Report

\$5,000 - \$9,999

\$10,000 - \$24,999

\$25,000 - \$49,999






\$50,000 +

# 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.

	 <b>HIKER</b>	<b>RIDGE RUNNER</b>	<b>MAINTAINER</b>	<b>TRAIL BLAZER</b>
				
Posts Annually	2	4	6	8
Video Sponsorship		✓	✓	✓
	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 +

## Post Information

- Social Posts are distributed on Twitter, Facebook & Instagram.
- Video Sponsorship – Short form video that includes corporate partner product and logo. Video may be dispersed across social channels, including YouTube (depending on video length). Video Sponsorships are limited.

## 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.





## 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  
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**For more information on ATC's Social Media Corporate Program please contact:**

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**APPALACHIAN TRAIL**  
CONSERVANCY®

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