



APPALACHIAN TRAIL COMMUNITY™ SUPPORTER

About

A key tenet of the Appalachian Trail (A.T.) Community™ program is to encourage the “local flavor” of each Community and to use the power of the Appalachian National Scenic Trail and the Appalachian Trail Conservancy (ATC) to spotlight that unique character. As part of that effort, ATC wants to highlight non-profits, organizations, and businesses that provide support to the hiking community, the Appalachian Trail, the local maintaining club and/or the ATC by recognizing participating entities as official A.T. Community Supporters.

Help us promote public awareness about the significant resources and economic opportunities the Appalachian National Scenic Trail brings to A.T. Communities. Your voice on behalf of the Trail helps to broaden its foundation of support, which will leverage and strengthen our ability to protect it...together.

Benefits

The following benefits are offered by the ATC to designated A.T. Community™ Supporters for participation:

- ⬆ Hotlink from A.T. Community webpage
- ⬆ Recognition in regional e-newsletters, social media, etc.
- ⬆ E-subscription to *A.T. Journeys (ATJ)*, our quarterly magazine
- ⬆ Discount on ads in ATJ
- ⬆ Appalachian Trail Community™ Supporter storefront decal
- ⬆ Press release template for A.T. Community Committee to release locally
- ⬆ A.T. maps and ATC membership information to give out to customers/visitors
- ⬆ Connection to local Trail club with opportunities for stewardship and outreach
- ⬆ Local and national visibility as a supporter of the Appalachian Trail

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EXAMPLES OF SUPPORT

- ⬆ Organizing, supporting, or participating in A.T. Community events and initiatives
- ⬆ Discounts for hikers on lodging, food or other services
- ⬆ Providing shuttle service for an extended period (over one year)
- ⬆ Free internet service or access to books for hikers
- ⬆ Support for the local A.T. maintaining club
- ⬆ Participating in ATC's Lodging Giveback program, or providing a percentage of profits back to ATC for volunteer programs
- ⬆ Support for teachers who bring the A.T. to their students
- ⬆ Promotion of the local hiking club, the ATC, or A.T.-related events
- ⬆ Providing information about the A.T. for tourists and hikers (or assisting in the development of such information)
- ⬆ Providing mail drop service

Process for Application

- ↑ Turn in the following application to your A.T. Community Advisory Committee. If you need assistance finding contacts for your local committee, contact atcommunity@appalachiantrail.org.
- ↑ Once your local advisory committee has approved the application, it will be forwarded to the regional ATC office. Upon receipt, the ATC will prepare a recognition packet for the advisory committee to award and coordinate other benefits associated with designation as an A.T. Community Supporter.

1) Business / Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

2) Contact info (email and phone required)

First Name: _____ Last Name: _____

Phone: _____ Email: _____

3) How is your business/organization supporting the A.T., local maintaining club, the ATC and/or the A.T. Community? What benefits are you providing?

4) We would also like to support the A.T. and the ATC by providing space in our storefront for:

- ATC Membership information
- A.T. Maps
- Info about the local A.T. maintaining club
- Info about events in our A.T. Community, such as Family Hiking Day, Trail festivals, and volunteer opportunities

5) Link we would like included on the ATC website: _____

By signing below I pledge that _____ (business name), will continue to follow the above stated support and benefits to the A.T./hikers/ATC for at least one year. Logo and participation should not be used for political or other purposes not supported by the ATC, and must adhere to non-discrimination principles.

Signature: _____ Date: _____

For A.T. Community Advisory Committee

Address for Community Supporter recognition packet (if different from above)



Questions? Contact the Appalachian Trail Conservancy at (828) 254-3708 or e-mail atcommunity@appalachiantrail.org.