



# COMMUNITY PARTNERS

## A TREASURED DALLAS GREENSPACE

The Katy Trail Community Partners program is the perfect way for your business to support Friends of the Katy Trail. With this annual gift, your organization receives significant community recognition and meaningful involvement in the best amenities the Katy Trail has to offer, including the Katy 5K run and our membership benefits. All Community Partnerships are customizable to meet the needs of your company.

The Katy Trail is a key quality of life amenity in Dallas. Annual Trail visits reached 2,000,000 in late 2022, and the Trail has spurred more than \$2 billion in economic development. Friends of the Katy Trail Community Partners invest in their business and their city by investing in the Katy Trail.



## 2023 LEVELS AND BENEFITS

### \$10,000 LEVEL

#### RECOGNITION BENEFITS

- Sign with your logo on the Katy Trail stating your business supports Friends of the Katy Trail
- Promotion as a Community Partner during the Spring Support Campaign
- Ongoing recognition as a Community Partner on the Trail's website, with clickable link to your company site, and in the annual report, plus announcement in an e-blast (21,000+ subscribers) as a new or renewing Partner



#### KATY 5K BENEFITS

- **"Friend" level** sponsorship at September 7 Katy 5K with vendor tent at event; 5K Friend sponsors also receive sponsor name in text on digital race poster on website, grouped social media mentions before and

after race day, the opportunity to include a marketing piece in participant race bags, and two VIP race entries **(\$2,500 value)**

- Discounted Katy 5K registration for each employee

#### MEMBERSHIP BENEFITS

- Two complimentary "Best Friend" level memberships, which each include invitation for two to annual donor appreciation event, recognition as Best Friends member on website and annual report, two Katy Trail T-shirts, invitations for two to member events, and membership card providing discounts at local businesses **(\$2,000 value)**

#### COMMUNITY INVOLVEMENT BENEFITS

- Opportunity to promote your business in person on the Katy Trail once a year **(\$1,000 value)**
- Annual opportunity for your employees to volunteer at the Katy 5K

## \$15,000 LEVEL

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### RECOGNITION BENEFITS

- Sign with your logo on the Katy Trail stating your business supports Friends of the Katy Trail
- Promotion as a Community Partner during the Spring Support Campaign
- Ongoing recognition as a Community Partner on the Trail's website, with clickable link to your company site, and in the annual report, plus announcement in an e-blast (21,000+ subscribers) as a new or renewing Partner and **individual social media thank you post** (40,000+ followers)

### KATY 5K BENEFITS

- **"Patron" level** sponsorship at September 7 Katy 5K with vendor tent at event; 5K Patron sponsors also receive **sponsor logo on website and digital race poster, individual social media mentions before and after race day**, the opportunity to include a marketing piece in participant race bags, and **five VIP race entries (\$5,000 value)**
- Discounted Katy 5K registration for each employee

### MEMBERSHIP BENEFITS

- **Three** complimentary "Best Friend" level memberships, which each include invitation for two to annual donor appreciation event, recognition as Best Friends member on website and annual report, two Katy Trail T-shirts, invitations for two to member events, and membership card providing discounts at local businesses **(\$3,000 value)**

### COMMUNITY INVOLVEMENT BENEFITS

- Opportunity to promote your business in person on the Katy Trail **twice a year (\$2,000 value)**
- Annual opportunity for your employees to volunteer at the Katy 5K



## \$20,000 LEVEL

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### RECOGNITION BENEFITS

- Sign with your logo on the Katy Trail stating your business supports Friends of the Katy Trail
- Promotion as a Community Partner during the Spring Support Campaign
- Ongoing recognition as a Community Partner on the Trail's website, with clickable link to your company site, and in the annual report, plus announcement in an e-blast (21,000+ subscribers) as a new or renewing Partner and individual social media thank you post (40,000+ followers)

### KATY 5K BENEFITS

- **"Trailkeeper" level** sponsorship at Katy 5K with vendor tent at event; 5K Trailkeeper sponsors also receive sponsor logo on digital race poster and website, individual social media mentions before and after race day, the opportunity to include a marketing piece in participant race bags, **sponsor logo on ten event banners along the Katy Trail for one month, ten VIP race entries, and sponsor logo on participant, volunteer, and staff shirts (\$7,500 value)**
- Discounted Katy 5K registration for each employee

### MEMBERSHIP BENEFITS

- **Four** complimentary "Best Friend" level memberships, which each include invitation for two to annual donor appreciation event, recognition as Best Friends member on website and annual report, two Katy Trail T-shirts, invitations for two to member events, and membership card providing discounts at local businesses **(\$4,000 value)**

### COMMUNITY INVOLVEMENT BENEFITS

- Opportunity to promote your business in person on the Katy Trail **twice a year (\$2,000 value)**
- Annual opportunity for your employees to volunteer **on the Katy Trail or at the Katy 5K**



**For information on Community Partners, please contact Ann Whitley Wood, Senior Director, Major Gifts and Membership, [ann@katytraildallas.org](mailto:ann@katytraildallas.org).**