



WORLD TRAILS CONFERENCE

Ottawa 2024

Hosted by Trans Canada Trail
September 30 to October 3, 2024
The Delta Hotel - Ottawa, Canada



PARTNERSHIP OPPORTUNITIES

The World Trails Conference **2024**

BRINGING TRAIL LEADERS TO OTTAWA, CANADA

Connecting People, Places and the Planet

Be a part of the biannual global gathering of domestic and global trail experts, Canadian government officials, industry leaders, enthusiasts and academics ensuring that the benefits trails offer society continue to be sustainable and supported around the world.



Ottawa is a perfect fit for the **World Trails Conference 2024** (WTC 2024). Ranking among the most sustainable cities in Canada, Ottawa is an expansive, beautiful and green city that includes an urban core and rural and wilderness areas.

This is the first time the World Trails Conference will be hosted in Canada. Hosted by the **Trans Canada Trail** – in partnership with Ottawa Tourism and with support from the Bruce Trail Conservancy – the conference will highlight Canada's inspiring international leadership in creating sustainable trails, regenerative trails tourism and meaningful Indigenous partnerships.

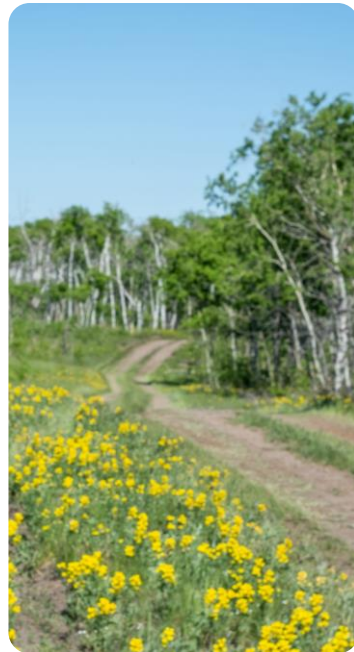


Be part of a leading conversation, at a critical time for trails

Benefit from Canada's renowned leadership and expertise across the sector through **three key conference themes, hands-on seminars, networking opportunities and sponsor activations.**

Kick off the conference with a day of **trail exploration workshops** on some of Canada's most beautiful trails, followed by three days of world-leading conversation.

Forge **strong relationships with government officials**, decision-makers and their networks, in addition to Canadian and international leaders in the trail, tourism and nature sectors.



HIGHLIGHTS

- ✓ 3 days of leading conversation on trails, tourism and climate
- ✓ Notable thought leaders and Government keynote speakers
- ✓ Gala event at the Canadian Museum of History
- ✓ Youth ambassador program
- ✓ Exhibitor spaces
- ✓ Access to preeminent leaders and voices of influence
- ✓ Networking and connection opportunities
- ✓ Engaging breakout sessions
- ✓ World Trails Film Festival evening
- ✓ Full day of on-the-trail workshops in the Ottawa area

World Trails Conference:

CONNECTION – TO PEOPLE, PLACES AND THE PLANET



The conference will explore the profound bonds that link humanity to the natural world and develop a new understanding of how our trails impact the environment, communities and each other. Sessions and discussion will seek to inspire collaborative efforts to preserve and nurture these essential connections for sustainable, successful trail networks. Three conference sub-themes will explore:

People: trail sector

Explore how diverse participation, community collaboration and innovative operational models contribute to a thriving trail sector, with a strong emphasis on education, inclusion and knowledge sharing.

Places: tourism

Uncover the transformative potential of tourism as a catalyst for positive change, focusing on revitalizing communities, nurturing art and culture, and harnessing technology to enhance the visitor experience.

Planet: climate & nature

Delve into the essential intersection of human activity and the environment, addressing the pressing concerns of climate change, biodiversity loss and the imperative for sustainable practices.

Impactful partnership opportunities to tie your company's sponsorship with one of the conference themes (or with all three) and tailor conference benefits to these themes.

Connect with your target audience



Expect up to 500 conference participants, including

- ▶ Local, national and international trail group leaders
- ▶ Canadian Federal Government representatives, including Ministers and Members of Parliament
- ▶ Members of Ottawa's international diplomatic community
- ▶ Private-sector experts in the world of tourism, sustainability, trail building and climate
- ▶ Non-profits and researchers
- ▶ Trail enthusiasts and users

Audience breakdown from the last World Trails Conference:

- ▶ 32 countries represented
- ▶ 130 speakers
- ▶ US, Canada, UK, Spain are the highest represented countries
- ▶ 400 participants: World Trail Network members (60%), Students (10%), Non-World Trail Network members (30%)

Meaningful partnerships

THAT DEMONSTRATE YOUR LEADERSHIP AND SUPPORT FOR TRAILS



Exclusive sponsorship of the Trails of the World reception and dinner for the Presenting Sponsor, with an intimate VIP reception for select participants, Canadian government officials and representatives from Ottawa's international delegate community



Speaking opportunities for senior executives at breakout sessions aligned with your sponsorship and company values



Interact with your target audience via **hands-on activations**, such as trail outings, morning yoga, and product sampling.



Receive significant brand awareness through name and quote inclusion in **press release and media outreach**



Benefit from brand recognition aligned with **conference themes and topics** that are important to you



Generate leads at exhibitor booths located in the highly trafficked coffee break area

And much more!

Plus, overall sponsor benefits, including widespread brand and logo recognition leading up to, during and following the conference, complimentary registrations and tickets to VIP events, inclusion on all conference materials and more.

World Trails Conference 2024

SPONSORSHIP OPPORTUNITIES

**Prices are in Canadian Dollars (CAD) and benefits are subject to availability
 ** Friend of the Trail sponsorships are available to non-profit organisations only

	Presented by \$50,000	Supported by \$25,000	Trailblazer \$10,000	Trail Champion Exhibitor \$5,000	Trail Champion \$2,500	Friend of the Trail \$500
Exclusive category sponsorship	x					
Speaking opportunity to all conference attendees	x					
VIP table at the front of room	x					
Exclusive Trails of the World Gala Sponsorship	x					
Inclusion in media outreach related to the event	x					
Name inclusion in event press releases	2	1				
Sponsor amplification tied to a conference theme	All	1				
Opportunity to introduce or speak at a session	x	x				
Inclusion in TCT newsletter (40,000+ subscribers)	2	1				
Trans Canada Trail social media Inclusion	x	x				
Include samples or promotions in "Welcome Kits"	x	x	x			
Opportunity to sponsor offsite experience or activation	x	x	x			
Enhanced logo and brand visibility	x	x	x			
Primary on-site activation, such as exhibitor booth	x	x	x	x		
Complimentary registrations	Up to 10	4	3	2	2	
Choose one additional on-site activation opportunity	x	x	x	x	x	
Social media inclusion on World Trails Network channels	Monthly	x	x	Select	Select	
Logo and brand visibility on event materials	x	x	x	x	x	x
World Trails Network newsletter Inclusion	x	x	x	Select	Select	Select
Post-event brand exposure	x	x	x	x	x	x
License to use event logo	x	x	x	x	x	x

Connect your brand: The right audience, expanded reach, the right story

TARGETING 10 MILLION IMPRESSIONS ON CONFERENCE CONTENT

The WTC 2024, combined with the phenomenal marketing reach and brand awareness of the Trans Canada Trail, provides exceptional marketing opportunities for sponsors and partners alike.

✔ **In the past year**, Trans Canada Trail has welcomed a wide variety of **thought leaders** to its campaigns and panels, including the following:

- Prime Minister Justin Trudeau alongside Sophie Grégoire Trudeau
- Minister Steven Guilbeault (Minister of Environment and Climate Change)
- Minister Randy Boissonnault (Minister of Employment, Workforce Development and Official Languages)
- The Honourable Pascale St-Onge (Former Minister of Sport)
- Mayor Sandra Masters (Regina)
- MP Andy Fillmore (Halifax)
- MP Brian Masse (Windsor West)
- MP Gord Johns (Courtenay-Alberni)
- Chief-Councillor (Huu-ay-aht First Nations) John (Sayaačath) Jack

✔ And we have worked with **countless leading trail organizations**, DMOs, tourism agencies, advocacy groups and Federal agencies, including:

- Parks Canada
- Natural Resources Canada
- Indigenous Tourism Association of Canada (ITAC)
- Destination Canada
- International Mountain Bicycling Association (IMBA)
- Vélo Québec
- American Trails
- AccessNow



Trans Canada Trail's digital reach

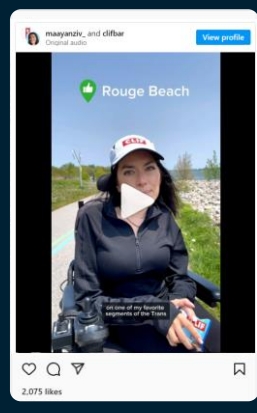
FROM COAST TO COAST TO COAST



We are a public champion for trails and trail users across the country

Over the last year, we:

- ✓ Nearly doubled our media coverage
- ✓ Increased our media outreach efforts **25x**, resulting in a year-end reach of **5.6 billion**
- ✓ Secured **21,000+** media hits



And grew our audience:

- ✓ Social media audience - **80,000** subscribers combined
- ✓ Monthly Trail Talk newsletter with a database of **40,000** subscribers
- ✓ 2022: **250,000** average monthly total impressions + **125,000** average monthly total reach
- ✓ Our digital audience is in every province and territory



TORONTO STAR

WINDSOR STAR

CBCRADIO ONE

The New York Times

NATIONAL POST

Global NEWS

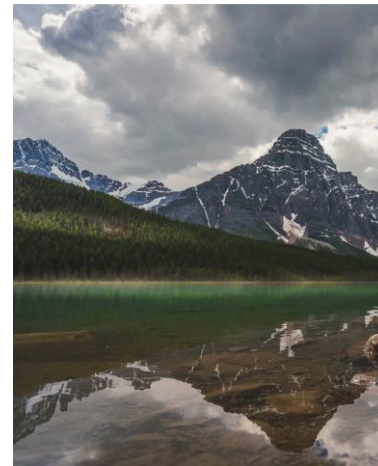
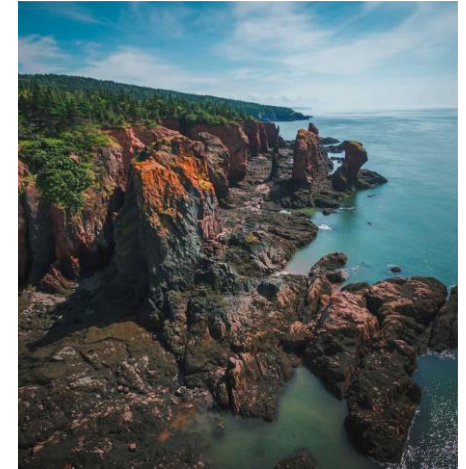


We are delighted at this opportunity to bring the **World Trails Conference** to Canada, and to work together with trail sector leaders in Canada and around the world to do so. Together, we will build an exciting conference agenda, that aligns with what we are seeing in Canada – and around the world.

Trail use grew significantly during the pandemic, and those trends are holding. That growth presents opportunities including economic development through regenerative tourism and the chance to share strategies to challenges like increased visitation.

Eleanor McMahon

President & CEO, Trans Canada Trail





About

TRANS CANADA TRAIL

The **Trans Canada Trail** (the Trail) is the longest recreational trail in the world, spanning over 28,000 kilometres on land and water. Linking three oceans – the Atlantic, Pacific and Arctic – the Trail connects 15,000 rural, urban and Indigenous communities across every province and territory. **Trans Canada Trail** is a registered charity and stewards this national trail in collaboration with local Trail partners. With funding from the Government of Canada through Parks Canada, and investments from all levels of government and generous donors, **Trans Canada Trail** is the largest investor in trail infrastructure projects in Canada, supporting improvements, growth and enhancements for generations to come.



About

WORLD TRAILS NETWORK

The **World Trails Network** (WTN) strives to connect the diverse trails of the world to promote the creation, enhancement, and protection of outstanding trail experiences. The **World Trails Network** brings trail associations, trail advocates, walkers, hikers and people passionate about the outdoors together from around the world to foster global collaboration and networking for the betterment of the world's trails.





Join us
on the Trail!

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