



## **The Adirondack Rail Trail Association**

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<https://www.adirondackrailtrail.org/>

## **Adirondack Rail Trail Community Day Sponsorship Opportunities for Local Businesses**

Join us in celebrating community, stewardship, recreation, and local connection along the Adirondack Rail Trail.

Adirondack Rail Trail Community Day is expected to bring together **100–200 attendees** for a full day of outdoor activities, music, stewardship projects, and community engagement. This is a great opportunity for local businesses to support the trail while connecting directly with residents and visitors.

Why partner with the Adirondack Rail Trail Association?

**Community Impact:** The Adirondack Rail Trail is a community asset as well as an attraction for visitors. During 2025, trail counters detected over 159,500 uses on the trail. The trail is used by families, school children, active adults, the elderly, and commuters, who travel on foot, bicycle, e-bike, skis, and snowmobiles.

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### **Sponsorship Opportunities**

#### **Community Day Headline Sponsor \$1000**

Help make the entire day possible by supporting community programming, activities, logistics, and outreach.

**Benefits include:**

- Featured recognition as a Community Day sponsor
- Logo placement on promotional materials
- Verbal recognition during the event
- Visibility across event communications

#### **Stewardship Project Sponsor \$200**

Support hands-on trail stewardship and improvement projects that help keep the Adirondack Rail Trail welcoming and accessible.

**Benefits include:**

- Recognition at stewardship activity areas
- Logo placement on event materials and signage
- Social media acknowledgment
- Opportunity to engage with volunteers and attendees

#### **Vendor & Community Tables \$50 (for businesses that are not advertisers with ARTA)**

Businesses and organizations are invited to table at Community Day.

- Connect with 100–200 community members and visitors
- Share products, services, information, and promotions
- Build visibility and support for your business

Contact [julia@adirondackrailtrail.org](mailto:julia@adirondackrailtrail.org) or 518-241-6589 today.