CONTINENTAL DIVIDE TRAIL COALITION

2021 PARTNERSHIP GUIDE
PARTNERING WITH THE CDTC

Supporting CDTC through corporate sponsorship involves you in our annual activities, programs, and events. You will support the highest priorities for the CDT. Partnering with CDTC allows us to highlight the CDT’s significance and your commitment to the grassroots community responsible for the trail’s stewardship, protection, and completion.

In 2021, your financial and/or in-kind support will help us:

1. Offer new opportunities for CDT Gateway Communities to connect and collaborate, and offer additional Asset-based Community Development trainings.
2. Finalize Optimal Location Review work for all major gaps along the CDT and continue our work to complete the 5% of the trail that remains unfinished.
3. Safely and responsibly implement over 10 trail maintenance projects and five CDTC Trail Adopter trainings along the length of the CDT.
4. Make the CDT a welcoming space for all by investing in educational curriculum and a pilot CDT Experience form, partnering with the Next100 Coalition to build equity in the outdoors, and advancing CDTC’s justice, equity, diversity and inclusion training program.
5. Create new and update existing trail information resources and maps, as well as rapid-response information regarding trail access.
6. Advocate for enhanced protection of and access to public lands along the CDT.

COVER: KEVIN LEAGUE PHOTOGRAPHY; OPPOSITE: MATT BERGER
2020 SUCCESSES

2020 was a turbulent year, but the support of partners like you ensured CDTC remained resilient.

Here are some highlights:

1. **Volunteer Trail Projects**
   With safety protocol in place, CDTC implemented 13 volunteer projects with over 100 volunteers, and recruited 29 new Trail Adopters.

2. **Trail Information**
   CDTC was recognized by federal land managers for providing outstanding rapid response information to the public throughout the Covid-19 pandemic. We also updated our Planning Guide and interactive maps, created new equestrian resources, published the Atlas of the CDT, and developed state-by-state day and weekend use resources.

3. **Interagency Memorandum of Understanding**
   CDTC is incredibly proud to have signed an interagency MOU with the USFS, BLM, and NPS along the entire length of the trail which recognizes CDTC’s leadership role in the stewardship of the CDT.

4. **Gateway Community Support**
   We designated 2 new Gateway Communities and hosted the inaugural (virtual) Gateway Community Summit.

5. **Advocacy**
   CDTC played a major role in advocating for the passing of the Great American Outdoors Act which secured full and permanent funding for the Land and Water Conservation Fund.
THE OUTDOORS ARE FOR EVERYONE.

We want to make the CDT more welcoming.

VOICES OF THE CDT

Building on the momentum of 2019’s Faces of the Continental Divide celebration, in 2021 we are advancing our efforts to showcase the CDT as a resource that connects cultures, communities and landscapes through our Voices of the CDT campaign.

Your support will allow us to:

1. Gather diverse stories, oral histories, and current day perspectives of the CDT landscape.

2. Amplify these voices through CDTC’s communication network, and possibly through a professionally produced podcast series in partnership with Boise Public Radio.

3. Build resources to more fully engage and support Ancestral youth on the CDT in New Mexico.

Jane Marguerite “Peg” Lindsley, the first permanent female ranger in the National Park Service, is one highlight of CDTC’s Voices of the CDT campaign.

INSET: YELLOWSTONE NATIONAL PARK; OPPOSITE: ERIC “D.G.” SHAW
REMMOVING THE DANGEROUS ROADWALK AT MUDDY PASS IS OUR HIGHEST PRIORITY.

Help us move one step closer!

COMPLETING THE CDT

Our work protects the Trail’s wealth of natural and scenic resources, builds a sense of community, promotes public lands stewardship, inspires healthy lifestyles, and above all, encourages people to know, use, and care for the Continental Divide Trail. Despite decades of hard work, the CDT is still incomplete, and sections of the trail remain routed along dangerous highways like that near Muddy Pass in northern Colorado.

The Muddy Pass project will:

1. Close a 14-mile gap in protected public ownership of the trail corridor and move trail users off of a dangerous section of Highway 14 near Steamboat Springs, CO.

2. Build 30+ new miles of safe, scenic, non-motorized trail.

3. Open recreational access to over 14,000 acres of previously unaccessible Colorado Parks and Wildlife Trust lands.

4. Provide habitat continuity and a wildlife corridor between the Medicine Bow-Routt and Arapaho & Roosevelt National Forests.
# Sponsorship Benefits

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<th>The Scout ($500 - $1,499)</th>
<th>The Pathfinder ($1,500 - $4,999)</th>
<th>The Explorer ($5,000 - $24,999)</th>
<th>The Trailblazer ($25,000+)</th>
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<td>Opportunities to market your involvement with the CDTC by using our logo and name in advertisements, products, hang tags, etc.</td>
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<td>Inclusion in volunteer goody bags (~500/yr)</td>
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<td>Acknowledgement on CDTC website</td>
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<td>Acknowledgement in CDT Passages, CDTC’s triannual e-magazine for members</td>
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<td>Invitation to participate in Continental Divide Trail Days in Silver City, NM</td>
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<td>Invitations to attend, participate in, and sponsor CDTC events</td>
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<td>Inclusion in CDTC’s digital membership benefits portal</td>
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<td>Opportunities to participate in custom co-branded social media campaigns with CDTC</td>
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<td>Free 1/8 page ad in a year of CDT Passages</td>
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<td>Customized Volunteer Project on the CDT for your company organized and led by CDTC (upon request)</td>
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<td>Acknowledgment on CDTC website home page</td>
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<td>CDTC will work with you to develop a cause-related marketing strategy that will enable your company to build a unique partnership</td>
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<td>Free full page ad in one year of CDT Passages</td>
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For more information or to join our efforts, contact Development Program Manager Lauren Murray at lmurray@continentaldividetrail.org.