



CONTINENTAL DIVIDE  
TRAIL COALITION

# 2023 PARTNERSHIP GUIDE



# PARTNERING WITH THE CDTC

Supporting CDTC through corporate sponsorship demonstrates your company's commitment to protecting the world-renowned Continental Divide National Scenic Trail. Sponsorships are directed to the highest priorities for the CDT and to growing a welcoming and diverse grassroots community of CDT advocates.

**In 2023, your financial and/or in-kind support will help us:**

- 1** Implement 8 single-day Gateway Community Stewardship Events in or near trail towns to teach hands-on stewardship concepts and to create an opportunity for folks to gather and celebrate the CDT, community, shared outdoor spaces, and the many ways we experience them.
- 2** Continue to collaborate with Native communities along the Divide, and expand our Indigenous Youth Hiking Group in New Mexico.
- 3** Implement over 12 trail maintenance projects and 4 trail adopter trainings along the CDT to involve communities in the direct stewardship of the CDT.
- 4** Continue to celebrate and support the newly designated Camp Hale-Continental Divide National Monument with events and celebrations throughout the year.
- 5** Leverage our community organizing efforts to advocate for the completion of the CDT and for access to public lands along the CDT corridor, including championing the Continental Divide Trail Completion Act as it moves through the 118th Congress!

# 2022 SUCCESSES

Thanks to the support of our partners, CDTC had an incredibly successful 2022.

Here are some highlights:

- 1 Volunteer Trail Projects**  
Over 112 volunteers were engaged on the CDT through 16 projects, providing over 2,050 hours of volunteer time spent directly on the trail. In total, volunteers installed 53 new drains, maintained nearly 40,000 feet of tread, and cleared 65,818 feet of corridor.
- 2 Trail Information**  
CDTC developed new reports including the Connecting Across the Continent Report and CDTC's 2022 Small Business Survey, which help to inspire and inform the future of our work! In addition, this year we translated all our State Hiking Guides into Spanish and they are available to download on our website for free.
- 3 Trail Completion**  
We finalized gap completion scouting for the projects at Cuba and Muddy Pass. CDTC also launched a multi-year Field Technician position to conduct trail condition assessments which will help CDTC and agency partners prioritize trail maintenance and improve projects.
- 4 Gateway Community Support**  
In 2022, we welcomed Lander-South Pass City, Wyoming, as the 20th Designated CDT Gateway Community! We also supported 24 events across 12 Gateway Communities, hosted our third annual Gateway Community Summit. CDTC also partnered with Native communities in New Mexico and established an Indigenous Youth Hiking Group with the Pueblo of Acoma.
- 5 Field Truck Purchase**  
Thanks to our generous CDT community, we successfully fundraised enough to buy the first ever CDTC field truck! This truck will help transport trail tools, staff, and volunteers all along the Divide.



# CDTC CELEBRATES CAMP HALE- CONTINENTAL DIVIDE NATIONAL MONUMENT

**We're thrilled to be celebrating a new National Monument that protects 28 miles of CDT in perpetuity!**

On October 12, 2022, CDTC, the Biden Administration, local partners, and Colorado leaders formalized the designation of the Camp Hale - Continental Divide National Monument, which provides additional protections to 28 miles of the CDT!

**CDTC looks forward to continuing to engage in the development of the new management plan for the National Monument.**

Events and celebrations will take place in nearby communities throughout the year, you can learn more at [continentaldividetrail.org/events/](https://continentaldividetrail.org/events/) to find out more about this and other events along the Divide!



CDTC'S EXECUTIVE DIRECTOR, TERESA MARTINEZ, WITH PRESIDENT JOE BIDEN AT THE MONUMENT DESIGNATION

PHOTO BY JON RESNICK, INSET PHOTO: THE WHITE HOUSE



# COMPLETING THE CDT

CDTC works to protect protect the Trail's wealth of natural and scenic resources, build a sense of community, and above all, encourage people to know, use, and care for the Continental Divide Trail. Despite decades of hard work, the CDT is still incomplete.

Thanks to funding from the Conservation Alliance and its members, we recently completed a major easement acquisition between the New Mexico State Lands Office and the Bureau of Land Management! This easement aquisition:

- Permanently protects 100% of the CDT on public lands throughout the state of New Mexico.
- Eliminates the State Lands Permit that was previously required to access sections of the CDT in New Mexico.
- Ensures 100% of the CDT in New Mexico is accessible to all people.





# INDIGENOUS YOUTH HIKING GROUP AND DARK SKIES EDUCATION PROJECT

**In 2022, CDTC launched an Indigenous youth hiking group with the Pueblo of Acoma and El Malpais National Monument. The hiking group engaged Indigenous Youth in educational, stewardship projects within El Malpais.**

**In 2023, we are excited to expand the program to the Pueblo of Zuni and beyond.**

**Your support will allow us to expand projects like this along the CDT and:**

- 1** Expand opportunities for youth to experience the CDT.
- 2** Create and expand programs that blend stewardship education and service along the trail.
- 3** Build resources to more fully engage and support Indigenous youth on the CDT.
- 4** Gather diverse stories, oral histories, and current day perspectives of the CDT landscape.



PHOTO: JASMINE STAR, INSET PHOTO: COREY TORIVIO



# JOIN US AT AN EVENT!

Consider attending one of our events, contributing in-kind donations for raffles and fundraisers, or underwriting an entire event!

## Upcoming dates to remember:

June 3 National Trails Day

June Pride on the Divide

July 22-29 Latino Conservation Week

August 13 Lincoln, MT Trail Days

September 13-15 Leadville, CO Trail Daze

September CDTC Virtual Silent Auction

**Want more opportunities to get involved?  
Work with CDTC to develop special  
marketing campaigns!**

- 1 CDTC Membership Incentives
- 2 Social Media Contests and Giveaways
- 3 CDTC Trail Ambassador Sponsorships



# SPONSORSHIP BENEFITS

**THE SCOUT**  
\$500 - \$1,499

**THE PATHFINDER**  
\$1,500 - \$4,999

**THE EXPLORER**  
\$5,000 - \$24,999

**THE TRAILBLAZER**  
\$25,000+

Association with a nationally-recognized grassroots conservation and recreation organization



Opportunities to market your involvement with the CDTC by using our logo and name in advertisements, products, hang tags, etc.



Inclusion in volunteer goody bags (~500/yr)



Acknowledgement on CDTC website



Acknowledgement in CDT *Passages*, CDTC's triannual e-magazine for members



Invitation to participate in Continental Divide Trail Days in Silver City, NM



Invitations to attend, participate in, and sponsor CDTC events



Inclusion in CDTC's digital membership benefits portal



Opportunities to participate in custom co-branded social media campaigns with CDTC



Free 1/8 page ad in a year of CDT *Passages*



Customized Volunteer Project on the CDT for your company organized and led by CDTC (upon request)



Free 1/4 page ad in one year of CDT *Passages*



Acknowledgment on CDTC website home page



CDTC will work with you to develop a cause-related marketing strategy that will enable your company to build a unique partnership



Free full page ad in one year of CDT *Passages*



For more information or to join our efforts, contact Development Director Lauren Murray at [lmurray@continentaldividetrail.org](mailto:lmurray@continentaldividetrail.org).



Continental Divide Trail Coalition  
710 10th Street Suite 200  
Golden, CO 80401



[www.continentaldividetrail.org](http://www.continentaldividetrail.org)