

FRIENDS OF THE SMOKIES PRESENTS

# CLASSIC HIKES OF THE SMOKIES

## SPONSORSHIP OPPORTUNITIES



### EXPLORE THE PARK

A GUIDED HIKING SERIES WITH FRIENDS OF THE SMOKIES

The 'Classic Hikes of the Smokies' explores some of Great Smoky Mountains National Park's 800+ miles of trails. Hikes vary in distance, difficulty, and location within the park to provide a comprehensive overview of the Smokies, exposing hikers to high Appalachian vistas, streams teeming with aquatic life, the best collection of historic log structures in the Eastern United States, and much more.

## YOUR REACH

GREAT SMOKY MOUNTAINS NATIONAL PARK IS THE MOST VISITED OF ALL NATIONAL PARKS

Friends of the Smokies has a national reach, and your business will be promoted broadly to our members and supporters. As a sponsor, you will be supporting:

- An International Biosphere Reserve
- A UNESCO World Heritage Site
- America's most-visited national park
- Part of the Blue Ridge National Heritage Area



## FRIENDS OF THE SMOKIES LEVEL OF EXPOSURE

- Facebook: 161,000+ followers
- Twitter: 30,700+ followers
- Instagram: 53,600+ followers
- Email list: 20,000+ Friends nationwide



## ABOUT FRIENDS OF THE SMOKIES

PRESERVING AND PROTECTING THE NATIONAL PARK

Friends of Great Smoky Mountains National Park assists the National Park Service in its mission to preserve and protect Great Smoky Mountains National Park by raising funds and public awareness, and providing volunteers for needed projects. Every year, Friends of the Smokies raises more than \$1 million to support field trips for 20,000 schoolchildren, restoration of high use trails, protection of hemlock trees, and much more



Please contact [Haley@friendsofthesmokies.org](mailto:Haley@friendsofthesmokies.org) for more information

# Sponsor Benefits

## \$1,000

- Hyperlinked logo on Friends of the Smokies website
- Sponsor name listed in Friends of the Smokies annual Donor Salute
- Pre and post-hike emails to participants include sponsor name
- Tagged on Facebook event

## \$2,500

- Everything listed above, plus:
- Hyperlinked business logo on promotional emails
- Two spaces for each hike reserved for team members or friends

## \$5,000

- Everything listed above, plus:
- Opportunity for business representatives to speak before an engaged audience of hikers
- Recognized in one Friends of the Smokies print newsletter
- Recognized in one Friends of the Smokies e-newsletter

Please contact [Haley@friendsofthesmokies.org](mailto:Haley@friendsofthesmokies.org)  
for more information