



CORA
CINCINNATI OFF-ROAD ALLIANCE

SPONSORSHIP KIT



Support Local Trail Development

Be an advocate for shared-use natural surface trails with CORA to create an active outdoor culture in our region.

By sponsoring the Trails Connection, you can help us reach new, diverse trail users throughout the tri-state, opening up trails for all close to home, and the benefits that come with trail use such as mental health and well-being, physical health, environmental awareness.

Your Impact

Well-planned, highly sustainable trails for mountain bikers, hikers, runners, adaptive-use close to where people live and can access as part of their daily routine.

Trail Users

- With over 115 miles and 12 separate locations, our trails see over 100,000 users annually.
- Our website has over 175,000 visits annually.
- 12,000+ social media followers through our local trail pages, and our regional reach on the CORA Instagram, Facebook, and LinkedIn.
- 550 dedicated members and ~1K contributors.
- Press coverage in WCPO, WLWT, Cincinnati.com, Cincy Magazine, NKY Magazine, LinkNKY, etc.



Cincinnati Off-Road Alliance

YOUR ANNUAL BENEFITS

\$100,000+

\$50,000

\$25,000

\$10,000

\$5,000

\$2,000

	\$100,000+	\$50,000	\$25,000	\$10,000	\$5,000	\$2,000
Showcase Your Philanthropic Partnership You'll be granted use of the CORA logo on your website throughout your active sponsorship.	X	X	X	X	X	X
Sponsorship of a Public Dig Day You'll receive all the perks of Dig Day Sponsorship for one event.	X	X	X	X	X	X
Digging in the Dirt Learn about what makes a successful shared-use natural trail in this three-hour trail-building course for ten attendees.	X	X	X	X	X	
Partner Profile Social Media Posts We'll run a "Partner Profile" on each CORA social media platform (Instagram, Facebook, LinkedIn).	3	2	2	1		
Hit the Trail with your Crew Get active with two-hour beginner trail rides for your executive crew for up to four riders.	3	2	1			
Community Outings You'll be the sponsor of a fun ride, hike, or other outing that embraces your brand to make it a special day.	2	1	1			
Adopt-A-Trail Get your brand on a trail! In addition to a kiosk, you'll also get your name posted near the trailhead at an available trail.	X	X	X			
CORA Newsletter Promotion Your brand and link will appear in the footer on weekly CORA emails for the duration of the agreement.	X	X	X			
Sharing Your Trail Story You'll have a professionally developed press release with your story about how trails are important to the community and your organization.	X	X				
Stay Connected with the Community Attend a semi-annual meeting with CORA Leadership and media relations professional to measure success and determine the content of an additional Trail Story.	X	X				
Customized Sponsorship Perks We'll work with you to craft unique perks that meet your philanthropic and marketing needs.	X	X				
Homepage and Trail Status Visibility You'll benefit from priority logo positioning on the CORA homepage linked to your trail story and naming rights on the Trail Status Page, which has over 175,000 views annually.	X					
Matching Fund Sponsorship You'll sponsor matching funds for a month-long fundraising push with at least five mentions in emails to our 3,500+ supporters and promotion to over 12,000 unique followers of our trails social network.	X					
CORA Bike & Trail Expo and Devou Frienduro You'll receive recognition as a presenting sponsor for both events, including booth space and sponsor name in paid advertising, press release, event signage, and digital assets.	X					



CORA

WHY YOUR SUPPORT MATTERS

Cincinnati Off-Road Alliance builds, maintains and advocates for more miles of natural surface trails in Greater Cincinnati and Northern Kentucky. Studies confirm that trails are essential to generating vibrant communities, tourism, economic vitality and talent attraction.

With your help, we can increase our efforts in the region. Trails are community-defining features that enhance the broader experience of life in a region, and we invite you to come on our journey to bring more trails close to home!

Other Ways To Get Involved

- Visit CORA trails
- Signup for our newsletter
- Join CORA as a member
- Donate to support our trails
- Dig with CORA
- Gather with us at a group event



coramtb.org/get-involved

THE
TRAILS
CONNECTION



CORA
CINCINNATI OFF-ROAD ALLIANCE