



BUSINESS PARTNER PROGRAM 2019



Photo by Joe Mickey



Photo by Gay Rose

With all the talk about divisions in our society, wouldn't it feel great to get behind something that is helping to **unite North Carolina**? The Mountains-to-Sea Trail (MST) is literally and figuratively such a project, and **we invite you and your company to join us in support of this effort.**

The MST runs for 1,175 miles from the Smoky Mountains to the Outer Banks, passing through nine national parks, wildlife refuges, and forests; 15 state parks, historic sites, and game lands; dozens of communities large and small; and thousands of acres of scenic private land. The MST physically links these beautiful "islands" together along a single dedicated trail.

It isn't necessary to hike every mile in order to enjoy it. Tens of thousands of people use the trail every day. Many walk short sections, some of which pass through urban areas on highly accessible paths and boardwalks. Others backpack



on rugged trail through wilderness areas. In short, the MST offers something for everyone, be it half-an-hour of exercise or a months-long adventure.

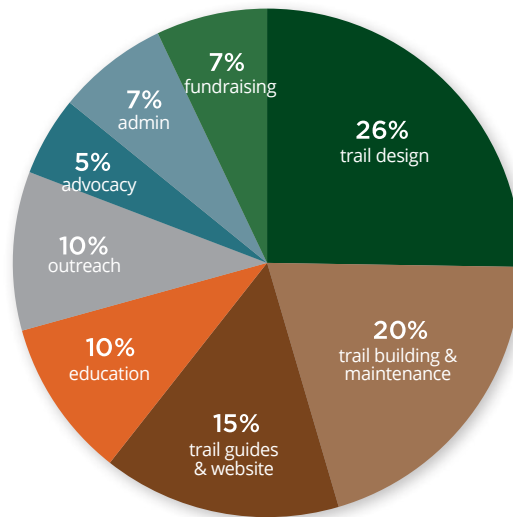
One of the most delightful benefits of the trail is how it draws people together, promoting connections among people from all different parts of the state and different walks of life. It serves as a terrific community-building project. Working side-by-side on trail crews, meeting as hikers on the trail, joining together to plan trail segments for their communities, North Carolinians have a chance to get to know each other and work toward a common goal – a gift for present and future generations.

Friends of the MST (Friends) is the vibrant nonprofit organization that assists volunteers, hikers, and communities work together to build, enhance and raise awareness of the trail. Our reach to trail enthusiasts and community leaders grows steadily as awareness of the MST expands.

We welcome you and your company to join our growing community of trail enthusiasts as an MST Business Partner or as a Sponsor of a special event or webpage. Giving programs are described more fully on the attached pages. MST enthusiasts will appreciate your company's commitment to the MST.

How Funds are Used

- trail design & routing
- trail building & maintenance
- trail guides & website
- educational conferences & events
- outreach & response to user questions
- advocacy
- administration
- fundraising



Market Profile

More than **1 million** people use the trail each year

1,175 miles

37 counties

41 towns

820 volunteers

35,800 volunteer hours

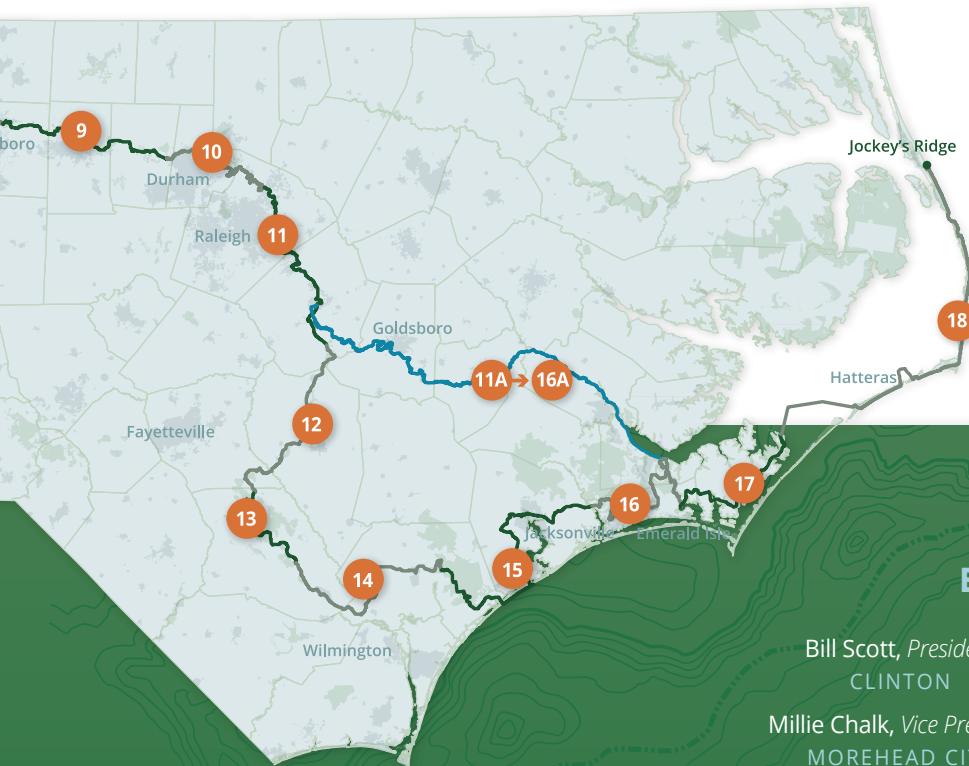
385,000+ page views on website

15,000+ e-mail subscribers

13,000+ social media followers

7,000+ recipients of annual report

1,100 members



BOARD MEMBERS

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STAFF

Kate Dixon, *Executive Director*
Betsy Brown, *Outreach Manager*
Jim Grode, *Trail Resource Manager*
Ben Jones, *Coastal Crescent Project Manager*
Carolyn Vernia, *Office Manager*



MST Business Partners	THRU HIKE SOCIETY \$10,000+	SECTION HIKE SOCIETY \$5,000 TO \$9,999	WEEKEND BACKPACK SOCIETY \$2,500 TO \$4,999	1000-MILE SOCIETY \$1,000 TO \$2,499	DAY HIKE SOCIETY \$500 TO \$999
Exclusive news post about partnership on Friends website	✓				
Recognized in e-news article	✓	✓			
Recognized in Facebook post	✓	✓	✓		
Guided hike or day of service organized for company	2	1			
Invited to donate door prize at Gathering of Friends	✓	✓	✓		
Invited to set up table at Gathering of Friends	✓	✓			
# of free tickets to Gathering	8	4	2		
Listing on webpage by level of giving	✓	✓	✓	✓	✓
Recognition in Annual Report by level of giving	✓	✓	✓	✓	✓
Business Member decals for store or vehicle	✓	✓	✓	✓	✓
MST map for display in business/office	✓	✓	✓	✓	✓

To donate and for more information, please contact Kate Dixon, Executive Director, at 919-698-9024 or kdixon@mountainstoseatrail.org.



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Friends of MST is a 501 c 3 organization, and donations are tax-deductible. Financial information about Friends and a copy of its license are available from the NC Charitable Solicitation Licensing Section at 1-888-830-4989. The license is not an endorsement by the state.