



# MST

Gathering  
of Friends  
Lake Junaluska

Thursday, April 7th to  
Sunday, April 10th

*Lake Junaluska, Waynesville,  
Cherokee and surrounding areas*

300+ overall participants

## **Become a sponsor of the annual membership celebration of the Mountains-to-Sea Trail.**

In 2022, we're celebrating the 45<sup>th</sup> anniversary of the MST! Friends of the MST hosts the Gathering in different trail towns to help our members explore a new part of the trail, immerse themselves in the surrounding area and come together as a community.

The four-day event includes a mixture of activities:

**The Annual Meeting on Saturday** is the central event when 300+ of our members gather to learn the latest trail news, hear from leaders and experts, and recognize volunteers and people who have completed the trail.

**The Opening Reception and Dinner on Friday night** when our members get a chance to see old friends and meet new ones.

These events are usually attended by 250+ people. This reception celebrates the 45<sup>th</sup> anniversary of the MST, which was proposed in Lake Junaluska in 1977. Luminaries from the trail's long history will speak and the evening will conclude with a special presentation by cultural ambassadors from the Eastern Band of the Cherokee.

**Excursions which include hikes, other recreational activities, and trail building occur Thursday through Sunday.** One or two each day is given special billing:

- Thursday is the big day for trail building – Carolina Mountain Club will set up and lead educational opportunities for volunteers to learn and sharpen their trail building skills.
- Friday, Saturday afternoon and Sunday will feature hikes and excursions spread across local communities.

Opportunities exist to sponsor each of these activities. The Gathering is our biggest event of the year, and we publicize it, before and after the event, through e-mail marketing and social media posts to our entire community of more than 21,000 trail enthusiasts and 2,200 members. People who attend love the trail and will appreciate your company's commitment to the MST.





Our host in 2022 is Lake Junaluska, a beloved retreat center in Haywood County in the mountains of Western North Carolina. The center has been welcoming visitors for over 100 years, including the group who rallied for the formation of the MST in 1977. We are excited to return to this special location for our 45<sup>th</sup> anniversary year and for our attendees to experience this beautiful section of the MST.

Drone photo from 2019 Gathering of Friends' Surf City Bridge Hike by Kevin J. Hawley. Photos by Carolyn Mejia: MST members brainstorm at the Saturday annual meeting; Friends Board Member Don Bergey welcomes members to the 2018 Gathering; National Geographic Adventurer Jennifer Pharr Davis speaks to the MST members in 2017. Workday photo during Surf City Gathering of Friends by Ben Jones.

# Gathering of Friends

250+ participants

Annual Meeting (Sat.)	Opening Reception & Dinner (Fri.)	Excursions* Hikes & Explorations (Fri. & Sun.)	Group Hike @ Lake Junaluska (Sat.)	Drink Ticket (Fri.)	Waterfall Sponsor (local sponsors)	Elk Sponsor (local sponsors)
250+ people Many emails to 21K	250+ people Many emails to 21K	Est. 150+ each day		Est. 250+		
\$15,000	\$10,000	\$2,500	\$2,500	\$1,500	\$500	\$250

## EVENT RECOGNITION

Exclusive	X	X	X	X	X		
Recognized with logo in Gathering promotions	X	X	X	X			
Logo displayed on stage or at excursion	X	X	X	X	On drink ticket		
Company representative invited to speak	X	X	X	X			
Recognized at podium	X	X	X	X	X	X	
Invited to set up table at Gathering	X	X	X	X			
Invited to donate door prize	X	X	X	X	X		
Recognized by level of giving in printed program	X	X	X	X	X	X	X
Invited to donate swag for goody bag	X	X	X	X	X	X	X
# of free tickets to Gathering	8	8	4	4	2	2	1

## OTHER MST RECOGNITION

Listing on business partner webpage by level of giving	X	X	X	X	X	X	
Recognition in Annual Report by level of giving	X	X	X	X	X	X	X
Business Member decals for store or vehicle	X	X	X	X	X	X	X
MST map for display in office/store	X	X	X	X	X	X	X

