



Friday, April 28 to
Sunday, April 30th

*North Carolina Central University,
Durham, Hillsborough, and surrounding areas*

300+ overall participants

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

Friends of the Mountains-to-Sea Trail hosts an annual meeting, called the Gathering of Friends, for our members in different trail towns across the beautiful state of North Carolina. The Gathering provides an opportunity for members to explore a new part of the trail, immerse themselves in the surrounding area and come together as a community. We are excited to host the 2023 Gathering in the Triangle and partner with the department of Recreation and Wellness at North Carolina Central University.



The three-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 learn about volunteer opportunities.

The Opening Reception and Dinner on Friday night is when our members get a chance to see old friends and meet new ones. These events are usually attended by 300+ people. This reception recognizes and celebrates volunteers and people who have completed the trail.

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

- Friday, Saturday afternoon and Sunday will feature hikes and excursions spread across local communities in Durham, Hillsborough and Raleigh.
- Sunday is the big day for trail building – The Falls Lake Task Force will set up and lead educational opportunities for volunteers to learn and sharpen their trail building skills.

On Thursday, April 20th, we will host a 90-minute workshop for NCCU students on career opportunities within our industry. Prior to the 20th, we will lead hikes for NCCU's Eagle Venture club and guests.



Our partner in 2023 is North Carolina Central University located in the heart of downtown Durham. As one of the nation's preeminent community-engaged universities, NCCU has produced leaders who are in touch with the world around them for more than 110 years. Students can discover competitive educational opportunities and graduate positioned for success in several industries.

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.



Photo by Bill Boyarsky of Craven Gap to Lunch Rock group hike; photo of students at NCCU courtesy of NCCU website; photo by Bill Boyarsky of friends at the 2022 Gathering at Lake Junaluska; photo by Grace Iovine of Ben Jones and Mike O'Neill building the new bridge in Bladen County.

2023 Gathering of Friends

300+ participants

Annual Meeting (Sat)	Opening Reception & Dinner (Fri.)	Excursions Hikes & Explorations (Fri. & Sun.)	Drink Ticket (Fri) Est. 300+	Triangle Sponsor	Eno River Sponsor	Falls Lake Sponsor
<i>300+ people Many emails to 24K</i>	<i>300+ people Many emails to 24K</i>	<i>Est. 150+ each day</i>				
\$10,000	\$7,500	\$2,500	\$2,000	\$1,000	\$500	\$250

EVENT RECOGNITION

Exclusive	X	X	X	X			
Recognized with logo in Gathering promotions	X	X	X	X			
Logo displayed on stage	X	X	X	X	X	X	X
Company representative invited to speak	X	X	X	X			
Recognized at podium	X	X	X	X	X		
Invited to set up table at Gathering	X	X	X	X	X		
Invited to donate silent auction item	X	X	X	X	X	X	X
Recognized by level of giving in printed program	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	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