



Friday, May 3rd to Sunday, May 5th
YMCA Blue Ridge Assembly, Black Mountain,
Old Fort, and surrounding areas
300+ Attendees

Sponsor 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 2024 Gathering at Blue Ridge Assembly in Black Mountain, May 3-5, 2024.

Attendees come from across the state and region and are vigorous and casual hikers, trail builders, local leaders and those who are simply curious and want to learn more about the trail. About a third of those attending will be joining us for the first time, but most come every year as we move the event around the state. Often, attendees return to areas we have previously held Gatherings to explore the towns and trails nearby.



The three-day event includes a mixture of activities:

The Annual Meeting on Saturday is the central event where 300+ attendees gather to learn the latest trail news, hear from leaders and experts, and learn about volunteer opportunities.

The Welcome 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 Friday through Sunday, which include group and self-guided hikes, other recreational activities, and trail building spread across local communities and trails.

There are sponsorship opportunities at multiple levels for the Gathering, but we're also very flexible and happy to work with you on a sponsorship package that best suits your needs. The Gathering is our biggest event of the year, and we publicize it, before and after the event, through email marketing and social media posts to our entire community of more than 25,000 trail enthusiasts and 2,400 members. Sponsors will be recognized in pre-event publicity and promotion as well as on site during all events. People who attend love the Gathering and will appreciate your commitment to the MST.

In 2024, our event venue is the YMCA Blue Ridge Assembly, located on 1,200 sprawling acres in Black Mountain, but most attendees will come for multiple days and explore the surrounding area to enjoy its scenic beauty, visit local shops and eat and drink in area restaurants. We're excited to partner with the YMCA Blue Ridge Assembly on their beautiful grounds to come together as the MST community and we hope you'll join us and be part of the celebration.



Gathering of Friends 2023 at Saturday annual meeting



Members enjoying 2023 Friday welcome reception



2024 Gathering of Friends Sponsorship

300+ participants

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friends Sponsor	Supporting Sponsor
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$250

EVENT RECOGNITION

Exclusive naming rights for event	X						
Recognized with logo in Gathering promotions	X	X	X	X			
Logo displayed on stage	X	X	X	X	X	X	X
Sponsor 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 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