

**SPONSORSHIP
OPPORTUNITIES**



**PRICKLY PEAR
LAND TRUST**

connecting land and people



PRICKLY PEAR LAND TRUST

2025 will be another exciting year for land, trails, and community conservation, but it also marks a significant milestone for Prickly Pear Land Trust – our 30th anniversary! You can look forward to a year-long celebration culminating with our Harvest Moon Banquet and Auction. Additionally, 2025 marks the 25th anniversary of the Don't Fence Me In Trail Run. It will be a memorable year for land and people, and we want you to be part of the fun!

A corporate sponsorship supports far more than our events. **Your sponsorship will benefit our entire community, today and far into the future.** We invite you to help us raise support and awareness for the open spaces, wildlife, and quality of life we know and love.

As you review the sponsorship levels for each event, please remember that a higher investment results in greater exposure and a more significant impact on our mission of connecting land and people. If you have questions about the events or sponsorship opportunities, please contact Becca Dudek at sponsorship@pricklypearlt.org.

We are deeply grateful for your critical support. We hope you will join us in making 2025 a landmark year!

Mary Hollow, Executive Director

Prickly Pear Land Trust connects land and people through conservation, recreation, and education.

Since 1995, PPLT has secured permanent protection for 20,000 acres, built the best trail system in Montana, opened or contributed to five parks, and launched a year-round education program for all ages. We've learned that what's good for wildlife and ranching is good for all of us.

Your sponsorship will build a healthy future for Lewis & Clark, Jefferson, Broadwater, and Powell counties by protecting the places where we work, play, and learn.

What are the benefits of sponsoring Prickly Pear Land Trust?

COMMUNITY IMPACT

PPLT is a trusted organization with a 30-year history of community involvement and collaboration. PPLT brings people, organizations, and businesses together around shared values, like open space, wildlife, agriculture, and recreation. Your sponsorship will have a meaningful impact on the people and places you love.

COMMUNITY ENGAGEMENT

At events, sponsors enjoy high-quality engagement with the PPLT community. Networking, tabling, and product placement create opportunities to spread positive word of mouth and build customer loyalty and retention.

BRAND VISIBILITY

PPLT features sponsors in event communications, offering your brand increased visibility, credibility, and awareness across Montana. Your organization will benefit from our communications and marketing.

EXPOSURE FOR YOUR BRAND

WEBSITE TRAFFIC

25,000 active users annually
68,000 views annually
52% female / **48%** male

Users' Top Interests

- Travel Buffs
- Outdoor Enthusiasts
- Avid News Readers
- Health & Fitness Buffs
- Technophiles

FACEBOOK

106,000 reach
16,000 visits
5,400 followers
9,600 content interactions

INSTAGRAM

30,000 reach
5,000 visits
4,300 followers
8,800 content interactions

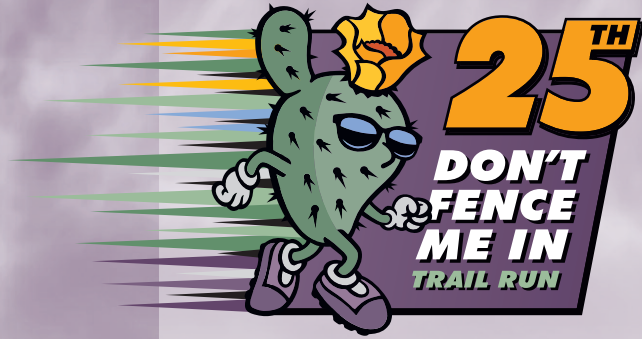
EMAIL

6,000 subscribers
4,400 email newsletter subscribers
53% open rate
40% industry benchmark

DIRECT MAIL

1,800 newsletter subscribers


2025 SPONSORSHIP OPPORTUNITIES



The Don't Fence Me In Trail Run began 25 years ago as a small gathering to inspire a passion for open spaces and trails. Over the years, it has blossomed into a major recreational event, drawing thousands of runners from across Montana and beyond to the heart of downtown Helena to enjoy our unmatched trail system.

In 2024, we hosted our largest crowd to date, and we're gearing up for an even bigger turnout for the 25th-anniversary celebration in 2025. This milestone event will bring a weekend of festivities to mark a quarter-century of trail camaraderie and outdoor adventure.

None of this would be possible without support from partners like you. We invite you to be part of this landmark event through a corporate sponsorship. Your support goes beyond this race; it fuels Prickly Pear Land Trust's mission to connect people with the land close to home. Together, we're enhancing open spaces and creating lasting access to trails for generations to come, and our sponsors are vital to making this vision a reality.

 **Please confirm** your sponsorship by March 1, 2025, to receive full benefits. Contact Rebecca Dudek at sponsorship@pricklypearlt.org or 406-442-0490.

DON'T FENCE ME IN SPONSORSHIP BENEFITS

BENEFIT	SPONSORSHIP LEVEL		
	MT. HELENA \$5,000	MT. ASCENSION \$2,500	RODNEY RIDGE \$1,000
Race T-shirt Representation	LOGO	NAME	NAME
Complimentary Race Entries	6	4	2
Marketing Logo placement on race website, event emails, print newsletter, email newsletters, and race banner	YES	YES	YES
Recognition on PPLT's social media channels	INDIVIDUAL	GROUP	GROUP
Press release mention	YES	YES	YES
Call-out at DFMI Video Screening	YES	YES	–
Awards Ceremony	Opportunity to present	Call-out	–
Opportunity to host a Booth in Pioneer Park on race day	YES	–	–
Opportunity to host an Aid Station on the course of your choice	YES	–	–

RACE MAGIC
You can support Don't Fence Me In by sponsoring a specific feature of the event. These unique sponsorship add-ons feature custom branding and co-marketing opportunities as well as the Mount Helena sponsor benefits.

DON'T FENCE ME IN BAR • \$10,000
Each DFMI racer gets a free beverage after the race. Cover the first round!

MUSIC IN PIONEER PARK • \$5,000
It's not a party without music! Sponsor the entertainment, stage, and A/V expenses.

DON'T FENCE ME IN FINISH LINE • \$5,000
Be the brand that welcomes every runner as they cross the finish line.


DON'T FENCE ME IN SCHOLARSHIP PROGRAM • \$5,000
The DFMI Scholarship Program removes financial barriers that may prohibit individuals from participating in the event. Ten scholarships will cover entry fees and the cost of a pair of running shoes.

CORPORATE VOLUNTEER DAYS



We're thrilled to announce a sponsorship benefit that fosters corporate social responsibility and brings our partners closer to our mission: Corporate Volunteer Days!

PPLT's Trails team invites our sponsors and their employees to join us on the trails to directly participate in trail maintenance and enhancement projects under the guidance of our experienced Trails team.

 Contact Rebecca Dudek at sponsorship@pricklypearlt.org to learn more!



**PRICKLY PEAR
LAND TRUST**

40 W. Lawrence, Suite A
PO Box 892, Helena, MT 59624

406-442-0490

pricklypearlt.org