

SPONSORSHIP
OPPORTUNITIES



PRICKLY PEAR
LAND TRUST

connecting land and people



PRICKLY PEAR LAND TRUST

2026 promises to be an exciting year for conservation, recreation, and outdoor education in Montana. We are hosting two of Helena’s most beloved events to support our work and advance our mission of connecting land and people. The Don’t Fence Me In Trail Run and our signature Harvest Moon Banquet & Auction are premium sponsorship opportunities.

Corporate sponsorship supports far more than our events. **Your sponsorship will benefit our entire community for generations to come.** 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. If you have questions about the events or sponsorship opportunities, please contact Becca Dudek at sponsorship@pricklypearlt.org.

We are deeply grateful for your support. Please join us in making 2026 a landmark year!

Mary Hollow

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 more than 30,000 acres of public and private land, built Helena’s beloved South Hills Trail System, opened or contributed to five parks, and launched a year-round education program for all ages. Your sponsorship will build a healthy future for all Montanans 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 long history of community involvement and collaboration. PPLT brings people, organizations, and businesses together around shared values, like open space, wildlife, agriculture, and public access. Your sponsorship will have a meaningful impact on the people and places of west-central Montana.

COMMUNITY ENGAGEMENT

Sponsors enjoy quality engagement with the PPLT community. Networking, activation, 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 reputation and marketing.

EXPOSURE FOR YOUR BRAND

WEBSITE TRAFFIC

20,000 active users annually
88,000 views annually
53% female / **47%** male

Users’ Top Interests

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

FACEBOOK

1.7 million views
455,000 reach
21,000 visits
16,000 content interactions

INSTAGRAM

347,000 views
47,000 reach
6,000 visits
12,000 content interactions

EMAIL

9,500 contacts
9,000 emails delivered monthly
52% open rate

DIRECT MAIL

2,270 newsletter subscribers

2026 SPONSORSHIP OPPORTUNITIES



The **Don't Fence Me In Trail Run** started 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 the West to the heart of downtown Helena to enjoy our unmatched trail system.

In 2025, we hosted our largest crowd to date, and we're gearing up for another record-breaking turnout. None of this would be possible without support from partners like you. We invite you to be part of this fun community 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 6, 2026, 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				
	PRESENTING \$15,000	SOUTH HILLS \$10,000	MT. HELENA \$5,000	MT. ASCENSION \$2,500	RODNEY RIDGE \$1,000
Race T-shirt Representation	LOGO	NAME	NAME	NAME	NAME
Complimentary Race Entries	10	8	6	4	2
Opportunity to fire a starting gun	YES	YES	YES	–	–
Awards Ceremony	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	CALL-OUT	CALL-OUT	–
Opportunity to host a booth in Pioneer Park on race day	YES	YES	YES	YES	–
Marketing Logo placement on race website, event emails, print newsletter, and email newsletters	YES	YES	YES	YES	YES
Logo placement on event postcard and poster	YES	YES	YES	YES	–
Recognition on PPLT's social media channels	INDIVIDUAL	INDIVIDUAL	INDIVIDUAL	GROUP	GROUP
Press release mention	YES	YES	YES	YES	YES
Feather Banner in Pioneer Park	YES	YES	YES	–	–

RACE MAGIC
Sponsors at the Presenting and South Hills levels can bring the race magic by choosing an event element to support. These custom branding and co-marketing opportunities are add-ons to the benefits outlined above and are available on a first-come, first-serve basis.

DON'T FENCE ME IN FINISH LINE
Be the brand that welcomes every runner as they cross the finish line and celebrate!

DON'T FENCE ME IN SCHOLARSHIP PROGRAM
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. Enjoy recognition before and during the event for supporting equity in trail running.

DON'T FENCE ME IN HOSPITALITY
Each DFMI racer gets a free beverage after the race. Your logo on the drink tokens will ensure that everyone knows you bought the first round.

DON'T FENCE ME IN ENTERTAINMENT
It's not a party without music! Everyone in the park will be thankful for your sponsorship when they see your name and logo on the stage.


2026 SPONSORSHIP OPPORTUNITIES



Join us for PPLT’s annual Harvest Moon celebration – a night that combines delicious food, community connection, and live auctions to benefit recreation, conservation, and education in west-central Montana.

On Saturday, October 10, 2026, our supporters will hang up their trail gear and put on their party outfits to gather and celebrate our public lands, waterways, trails, and outdoor education with a night of dinner, drinks, live music, and a high-stakes auction. The event draws hundreds of people to Helena’s Civic Center for one of this region’s most beloved events, and is a chance to unite and champion the open lands, trails, and conservation initiatives that enrich our community.

By becoming a Harvest Moon sponsor, you’ll join a growing network of corporate partners that fuel PPLT’s land protection, recreation, and education programs. With everyone pulling in the same direction, our collective impact is stronger than ever.

 **Please confirm** your sponsorship by June 12, 2026, to receive full benefits. Contact Rebecca Dudek at sponsorship@pricklypearlt.org or 406-442-0490.

HARVEST MOON SPONSORSHIP BENEFITS

BENEFIT	SPONSORSHIP LEVEL			
	PRESENTING \$15,000	EQUINOX \$10,000	PROSPERITY \$5,000	ABUNDANCE \$2,500
Tickets	TABLE FOR 10, PREMIER LOCATION	TABLE FOR 10, PREMIER LOCATION	TABLE FOR 8	4 TICKETS
Logo placement on event website, event emails, print newsletter, and email newsletters	YES	YES	YES	YES
Recognition on PPLT’s social media channels	INDIVIDUAL	INDIVIDUAL	GROUP	GROUP
Company logo in Harvest Moon program	YES	YES	YES	YES
Company logo on digital signage at event	YES	YES	YES	YES
Table service by PPLT staff	YES	–	–	–
Live auction participation	YES	–	–	–

HARVEST MOON MAGIC
Sponsors at the Presenting and Equinox levels can elevate the evening by choosing an event element to support. These custom branding and co-marketing opportunities are add-ons to the benefits outlined above and are available on a first-come, first-serve basis.

HARVEST MOON BAR
Let every toast, sip, and cheers be in celebration of your support for Prickly Pear Land Trust’s mission. Includes a featured cocktail named after your organization.

HARVEST MOON FLOWERS
Bring natural beauty to our event by sponsoring the florals, setting a scene that will spotlight your brand amidst a stunning display. Add your logo to the bouquets that our guests take home.

TABLE WINE
Highlight your support with branded wine on every table.

CHAMPAGNE WELCOME
Raise a glass with each guest as they walk through the Civic Center doors.

Do you want to build a team culture and pay it forward?

TURN THE PAGE FOR A TRAILBLAZING BENEFIT

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 participate in trail
projects under the guidance of
our experienced Trails Team.



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



**PRICKLY PEAR
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