

TENNGREEN LAND CONSERVANCY'S HIKE-A-THON

2027 SPONSORSHIP OPPORTUNITIES

WHAT IS THE HIKE-A-THON?

A month-long outdoor challenge that encourages people to get outside, explore nature, and raise funds to protect Tennessee's lands and waters.

WHY BE A PART OF THE HIKE-A-THON?

All dollars raised through the Hike-a-Thon benefit TennGreen Land Conservancy's work to conserve land where people and nature can thrive. Together, we can continue protecting the places that provide us all an unrivaled quality of life.

Besides supporting this year's event, your sponsorship will give you the valuable opportunity to:

- Reach **your** company's wellness goals by encouraging your employees to get outside, get active, and **explore the beauty of our natural world**
- **Form a Hike-a-Thon team** for employees, clients, or partners to join for team building opportunities outdoors
- Form **meaningful connections** with your ideal consumers by aligning your brand with important shared values
- **Amplify your brand** and engage Hike-a-Thon's audience, including:

✓ **1.8+ MILLION**
digital ad impressions

✓ **52K+**
Hike-a-Thon webpage
views

✓ **33K+**
social media sponsor
feature views



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TRAILBLAZER (\$15,000+)

- Logo featured on hundreds of promotional event posters
- Special recognition in [Nashville Guru](#) Hike-a-Thon article
- Logo featured in TennGreen's Spring newsletter
- Inclusion in all event press releases distributed to media outlets statewide
- Largest logo shown on participant event T-shirts, the Hike-a-Thon website, and TennGreen's summer newsletter
- Logo included in scroller on Hike-a-Thon segment of TennGreen homepage
- Two social media features
- Inclusion in all Hike-a-Thon e-blasts
- Private TennGreen-led hike
- Fundraising requirements to qualify for individual and team prizes waived for Sponsor's team(s)

BENEFITS
All sponsorships dollars
are 100% tax-deductible

ADVENTURER (\$10,000+)

- Inclusion in all event press releases
- Logo shown at 75% of largest size on participant event T-shirts, the Hike-a-Thon website, and TennGreen's Summer newsletter
- Logo included in scroller on Hike-a-Thon segment of TennGreen homepage
- Two social media features
- Inclusion in three Hike-a-Thon e-blasts
- Private TennGreen-led hike
- Fundraising requirements to qualify for individual and team prizes waived for Sponsor's team(s)

EXPLORER (\$5,000+)

- Logo shown at 50% of largest size on participant event T-shirts, the Hike-a-Thon website, and TennGreen's Summer newsletter
- Logo included in scroller on Hike-a-Thon segment of TennGreen homepage
- Inclusion in two Hike-a-Thon e-blasts
- One social media mention
- Private TennGreen-led hike
- Fundraising requirements to qualify for individual and team prizes waived for Sponsor's team(s)

CONSERVER (\$2,500+)

- Name listed in tier one on participant event T-shirts and TennGreen's Summer newsletter
- Logo displayed on the Hike-a-Thon website
- Inclusion in one Hike-a-Thon e-blast
- Private TennGreen-led hike
- Fundraising requirements to qualify for individual and team prizes waived for Sponsor's team(s)

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DONATE PRIZES!

Sponsors have the opportunity to donate prizes for Hike-a-Thon competitions and Pop-up Prize winners. Help us reward our adventurers with your gifts of outdoor gear, new experiences, or other memorable prizes that inspire people to get outside.

Pledge Deadline: January 22, 2027

TennGreen asks that you also send pictures of the prize to hikeathon@tenngreen.org by February 12, 2027 to showcase it on the competitions webpage.

**IN-KIND
DONATIONS**

ABOUT TENNGREEN LAND CONSERVANCY

TennGreen Land Conservancy is Tennessee's oldest accredited statewide land conservancy and a 501(c)(3) nonprofit. Through science-based conservation and strong partnerships, TennGreen protects important lands for wildlife, clean water, and people by conserving natural areas, supporting restoration, and connecting communities with the outdoors.

MISSION

TennGreen's mission is to conserve land where people and nature can thrive.

WHY CONSERVE LAND?

Tennessee's forests, farms, rivers, and mountains make it one of the nation's most biodiverse states. By protecting these special places today, we ensure clean water, healthy wildlife, incredible outdoor recreation, and a high quality of life for generations to come.



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**PLEDGE
FORM**

Please make your
selection(s) here

_____ \$ 15,000

_____ IN-KIND SPONSOR

_____ \$ 10,000

IN-KIND DONATION
DESCRIPTION
AND ESTIMATED FAIR
MARKET VALUE
(IF APPLICABLE)

_____ \$ 5,000

_____ \$ 2,500

_____ \$ 1,000

For sponsorships of \$2,500 or more, please email your high-resolution logo to hikeathon@tenngreen.org. Include your primary logo, as well as a single-color logo with a transparent background for the event t-shirts.

CONTACT INFORMATION

Business Name (exactly as you want it to be listed): _____

Primary Contact Name: _____

Email: _____

Phone: _____

Mailing Address: _____

City, State, and Zip Code: _____

BY SIGNING BELOW, I AGREE TO PLEDGE SUPPORT TO TENNGREEN LAND CONSERVANCY AND WILL FULFILL MY PLEDGE BY MAY 31, 2027.

Signature: _____