

2026 Event Sponsorship

Join us on Thursday, October 1, 2026 for an unforgettable evening celebrating the Border to Border Trail and the community that brings it to life.

Hosted by Huron Waterloo Pathways Initiative, the Trail Raiser is our signature annual fundraiser, uniting trail supporters, civic leaders, and outdoor advocates in support of the trail's continued growth. Your sponsorship builds connections, expands access, and strengthens the community that makes the Border to Border Trail thrive.



Sponsorship Levels	Presenting Sponsor \$20,000	Lead Sponsor \$10,000	Supporting Sponsor \$5,000	Advocate Sponsor \$2,500	Community Sponsor \$1,000
Sponsorships Available	1	2	6	8	10
Complimentary event tickets (\$125 value per ticket)	4	4	2	2	2
Trail Raiser VIP Swag Bag	4	2	1	1	
Recognition in the 2026 HWPI Impact Report (2400 household reach)	Large Logo	Small Logo	Small Logo	Name	
Recognition as "Presenting Sponsor" on Trail Raiser marketing materials	✓				
Monthly Recognition photo or video post on HWPI social media channels	✓				
Recognition in Director's Welcome & Remarks at Trail Raiser event	✓	✓			
Independent recognition on event presentation and feature on HWPI social media channels	✓	✓			
Combined recognition on HWPI social media channels	Logo	Logo	Logo	Name	
Recognition in looping event presentation	Logo	Logo	Logo	Name	Name
Recognition on Trail Raiser signage (tiered by level)	Logo	Logo	Logo	Name	Name

Trail Raiser sponsorship supports HWPI's mission to connect people through trail development and celebrates the partners who make it possible. Your investment helps grow the Border to Border Trail and extend its reach to more miles, more places, and more people.

Ready to support? Reserve your sponsorship today by contacting us at Giving@B2BTrail.org.

