

# 9th Annual BUCKEYE TRAILFEST

*in Cuyahoga Valley National Park*



**APRIL 30–MAY 3, 2020**

**Camp Manatoc • Peninsula, Ohio**

***The Buckeye TrailFest offers a long weekend  
packed full of hikes, workshops, presentations,  
speakers and social opportunities***

The Crooked River Chapter of the Buckeye Trail Association is excited to play host to the 2020 Buckeye TrailFest. We are going to show off the beauty and richness of the Cuyahoga Valley in a spectacular way. Whether you are local or from a more distant part of the state, you are sure to have a fantastic time! You will wish it was longer.

***Come for the whole weekend or come for the day!  
There is something for everyone!***

## **GET HIKING**

Join us for led and self led hikes on the Buckeye Trail and other trails. All skill levels—easy, moderate, difficult.

## **GET DIRTY**

Join a trail crew and help build a section of trail. Learn from the best.



## **GET CONNECTED**

Meet hikers and trail maintainers from around the state. Never hike alone again!

## **GET INVOLVED**

Attend the Buckeye Trail Association business meeting. Learn how you can help.

**For more information and to register, visit:  
[BuckeyeTrailFest.org](http://BuckeyeTrailFest.org)**

The Buckeye TrailFest is sponsored by The Buckeye Trail Association, [www.BuckeyeTrail.org](http://www.BuckeyeTrail.org)



MILES  
**1400+**

COUNTIES  
**47**

TRAIL TOWNS  
**15**

MEMBERS  
**1140**

REGISTERED  
VOLUNTEERS  
**155**

VOLUNTEER  
RECORDED  
HOURS  
**5800**

ESTABLISHED  
**1959**

BUCKEYETRAIL.ORG

# THE BUCKEYE TRAIL

- Is the longest loop hiking trail in the nation.
- Traverses 1,400+ miles linking the “four corners” of Ohio through 47 counties.
- Follows wooded footpaths, abandoned railroad corridors, canal towpaths, rivers and lake shores, country roads, and multi-purpose trails, within both rural and urban settings.
- Provides public access to Ohio’s scenic and historic diversity.
- Is open to all, made possible through the permission and cooperation of federal, state, local agencies, private landowners and the tireless work of volunteers.
- Is proud to host large portions of the 4,600-mile North Country National Scenic Trail and the 6,800 mile American Discovery Trail along its route.

## MISSION

The Buckeye Trail Association is the leader in building, maintaining, protecting, and promoting the use of Ohio’s longest scenic hiking trail for our citizens, communities and partners. We provide outdoor recreation, opportunities to volunteer, education, access to the varied resources of Ohio and local economic benefits.

## VISION

The Buckeye Trail, Ohio’s State Trail, is a sustainable hiking trail that provides a safe and unique experience throughout the state reflecting the diverse resources, people and stories of Ohio. The trail is a dedicated, recognized and protected route developed and maintained by the Buckeye Trail Association, an organization reflective of the diversity of the trail. The Buckeye Trail Association works in close partnership with communities, organizations and agencies around Ohio creating a legacy for present and future generations.

## BTA VALUES

A Sense of Lasting Accomplishments | Giving Back

Love of the Outdoors Natural Beauty | The Magic of Being on the Trail

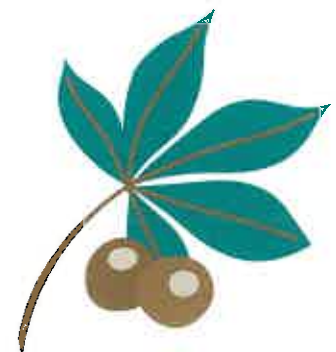
Learning a Sense of Family | Diversity of Landscapes, Experience  
and Opportunities | Dedication | Caring People

Friendship and Camaraderie

Providing New Experiences to Others

Access to Outdoor Recreation

Exercise | Fun!







BuckeyeTrailFest.org



TrailFest is the largest annual gathering of Buckeye Trail hikers, volunteers and outdoor enthusiasts. In addition to serving the Buckeye Trail Association's mission "to the building, maintaining, protecting and promoting Ohio's longest scenic hiking trail", the TrailFest is a weekend of education, resource sharing and fellowship. Each year the TrailFest is moved around the state to highlight local portions of the trail and nearby communities.

## SPONSORSHIP OPPORTUNITIES

Your sponsorship of TrailFest helps promote your involvement and love of the outdoors and helps the Buckeye Trail share our mission with the outdoor community. Buckeye TrailFest would not be made possible without the kindness of our friends, members and local business partners. Sponsors and donors allow us to provide a reasonably priced event to all participants. We could not do this without you!

BENEFIT	DAY HIKER \$100	TRAIL MAGIC \$250	TRAIL ADOPTER \$500	SECTION HIKER \$1,000	TRAIL CREW \$2,500	<i>Title Sponsorship</i> TRAIL ANGEL \$5,000
Recognition in the TrailFest Guidebook	X	X (with logo)	X (with logo)	X (with logo)	X (with logo)	Includes all Trail Crew benefits, plus: <ul style="list-style-type: none"> <li>• Recognition as the title sponsor on Buckeye TrailFest web site, social media and signage</li> <li>• Special recognition throughout the event</li> <li>• Prime exhibitor space</li> <li>• Two year sponsorship of TrailFest (Trail Angel sponsorship benefits 1st year; Trail Crew Sponsorship benefits 2nd year)</li> </ul>
Recognition on the TrailFest web site	X	X (with logo)	X (with logo)	X (with logo)	X (with logo)	
Recognition in the <i>Trailblazer</i> quarterly magazine	X	X (with logo)	X (with logo)	X (with logo)	X (with logo)	
Social Media mentions	X	X	X	X	X	
Complimentary exhibit space		X	X	X	X	
Color ad in the TrailFest Guidebook			X (1/4 page)	X (1/2 page)	X (full page)	
Color ad in the <i>Trailblazer</i> quarterly magazine			X (1/4 page)	X (1/2 page)	X (full page)	
Your name displayed on Welcome Banner at TrailFest			X	X	X	
Complementary registration to TrailFest				X (2)	X (4)	





By all measures 2018 was another great year for the BTA largely thanks to the investment of time, energy, skill and creativity of BTA volunteers.

Since investing in professional staffing, beginning in 2010, we have steadily been trimming deficits to reach this point of surplus. We continue to operate a relatively small but mighty nonprofit organization. Our fixed assets continue to grow primarily due to land we have acquired through the Clean Ohio Fund. I'm proud to see that our income sources are diversified without a dependency on one type and without state or federal funding.

The BTA is truly supported by our members, donors, and volunteers who build, maintain, protect and promote the BT we wish to hike ourselves. The future looks positive as well, we have been investing in our member, donor, and volunteer management infrastructure as well as our strategic plan for the next 5 years.

BUCKEYETRIL.ORG

# 2018 FINANCIAL HIGHLIGHTS

## BALANCE SHEET

As of December 31, 2018

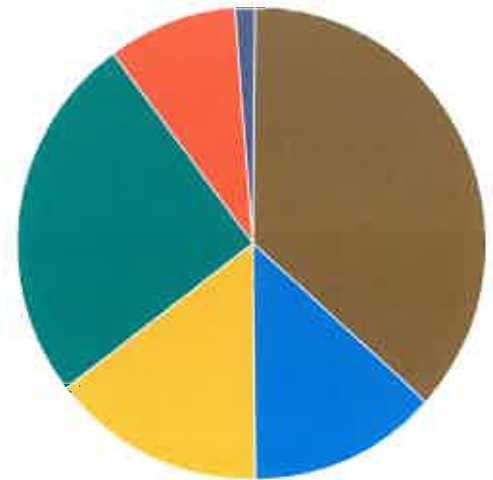
### ASSETS

Bank Accounts	\$153,245.01
Accounts Receivable	739.91
Other Current Assets	1,100.00
<b>Total Current Assets</b>	<b>\$155,084.92</b>
Fixed Assets	\$719,615.75
Other Assets	320.02
<b>TOTAL ASSETS</b>	<b>\$875,020.69</b>

### LIABILITIES

Accounts Payable	\$ 530.79
Other Current Liabilities	2,462.55
<b>TOTAL LIABILITIES</b>	<b>\$ 2,993.34</b>
<b>TOTAL EQUITY</b>	<b>\$872,027.35</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$875,020.69</b>

## INCOME BY SOURCE



## INCOME AND EXPENSE

As of December 31, 2018

### INCOME

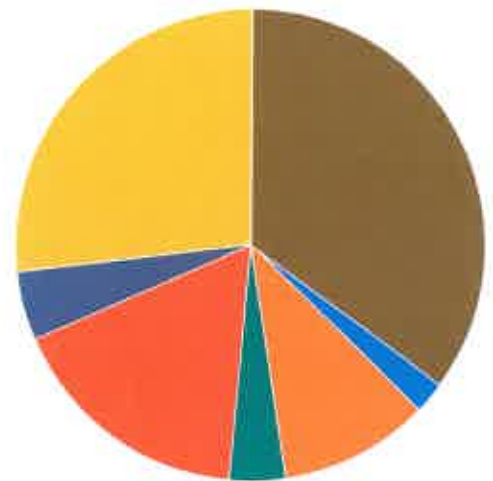
Donations	\$ 88,332.35
Membership	31,605.00
Grants	35,324.21
Events	61,040.13
Sales	21,178.44
Other	2,597.37
<b>TOTAL INCOME</b>	<b>\$240,077.50</b>

### EXPENSE

BTA Staffing	\$ 82,410.28
Administration	5,599.76
Print Communications	23,606.67
Cost of Merchandise Sold	9,258.98
Trail Construction and Maintenance	39,729.53
Advocacy	462.50
Marketing	11,111.15
BTA Special Events	62,616.17
<b>TOTAL EXPENSE</b>	<b>\$234,795.04</b>

**NET INCOME** \$ 5,282.46

## EXPENSES BY CATEGORY





BuckeyeTrailFest.org

## ADVERTISING

BTA TrailFest 2020 Event Guide and  
the BTA newsletter, the *Trailblazer*



### ADVERTISING RATES:

#### Full Page (7.5 x 10)

TrailFest Event Guide . . . . . \$150  
Add 2 *Trailblazer* issues for . . . \$200

#### Half Page (7.5 x 5)

TrailFest Event Guide . . . . . \$100  
Add 2 *Trailblazer* issues for . . . \$140

#### Quarter Page Ad (3.75 x 5)

TrailFest Event Guide . . . . . \$40  
Add 2 *Trailblazer* issues for . . . \$70

#### Eighth Page Ad (3.75 x 2.5)

TrailFest Event Guide . . . . . \$30  
Add 2 *Trailblazer* issues for . . . \$50

### AD CREATION (if needed):

Full Page (7.5 x 10) . . . . . \$75

Half Page (7.5 x 5) . . . . . \$60

Quarter Page Ad (3.75 x 5) . . . \$45

Eighth Page Ad (3.75 x 2.5) . . . \$25

### PREPARING FILES:

*For best results please follow our guidelines.*

#### FILE FORMAT:

We accept the following file formats TIF, TIFF, JPG, EPS, AI, PSD, and PDF.

#### FILE SIZE:

The maximum acceptable combined file size for all uploads is 50MB (megabytes).

#### RESOLUTION:

All file formats must have a minimum of 300 dpi (dot per inch) resolution.

The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality.

#### COLOR MODE:

All color artwork and/or images should be provided in CMYK (cyan, magenta, yellow, black) color mode.

All black & white artworks and/or images should be provided in grayscale color mode.

#### FONTS:

- a. Fonts must be embedded in PDF files.
- b. Fonts must be outlined or converted to paths or curves in EPS files.
- c. Some fonts have copyright restrictions and will not embed in PDF Files.

### MAKE CHECKS PAYABLE TO:

Make checks payable to Buckeye Trail Association,  
mailed to: BTA, P.O. Box 5, Shawnee, Ohio 43782.

### EMAIL ADS TO:

dskaroly@sbcglobal.net