

Pacific Crest Trail Association



Corporate Partnership Opportunities





The Pacific Crest Trail Association: New Partnership Opportunities

“The Pacific Crest Trail is a lot more than a trail – it’s a journey of a lifetime.

The Trail is more than a line on the land, it stands as a vision....”

- Secretary of Interior Babbitt

The Pacific Crest Trail provides millions with the chance to get lost, healthy, active, spiritual, inspired, and involved. In our modern lives, stuck behind cubicles and computers, these opportunities aren't just timely – they're essential. Freedom and opportunity define the Pacific Crest Trail Association.

2,650 miles from Mexico to Canada. Traversing the most beautiful wilderness in America and the eighth largest economy in the World, the Trail runs the length of California, Oregon and Washington. And it's within hours of our nation's biggest, fastest growing and most diverse urban centers. Within driving distance of millions, this unparalleled natural beauty is open to all ~ men and women, young and old, people of all races, creeds and levels of ability can experience the Trail.

Today, the Pacific Crest Trail Association is proud to announce new opportunities. We're making a renewed commitment to fully engage our partners in everything the Trail offers. **By partnering with us, you'll help get youth outside and active, protect some of the most beautiful natural areas in America, communicate your commitment to a healthy and sustainable future, and access a potent symbol of the dreams of millions of Americans.**

Liz Bergeron, Executive Director,
Pacific Crest Trail Association

Barney "Scout" Mann, Chair,
Pacific Crest Trail Association Board of Directors





Our Organization: The Pacific Crest Trail Association

Our Organization: Mission

The mission of the Pacific Crest Trail Association is to protect, preserve and promote the Pacific Crest National Scenic Trail as an internationally significant resource for the enjoyment of hikers and equestrians, and for the value that wild and scenic lands provide to all people.

Our Organization: History

The Pacific Crest Trail Association is dedicated to and intertwined with the Pacific Crest National Scenic Trail. In the 1930's, Clinton Clarke, a civic leader, had a vision of a path traveling the length of the crest of the great Pacific mountains. Clarke's vision inspired scores of young volunteers, who mapped the route in the late 30's. Local groups organized to maintain and promote the Trail and coalesced to eventually form the Pacific Crest Trail Association (PCTA). The PCTA officially incorporated in 1977 and continues to grow and evolve. The world has changed since 1932, but the Pacific Crest Trail Association remains inspired by Clarke's vision of opportunity and freedom.



Clinton Clarke,
PCTA visionary

Eric Ryback, the first
PCT Thru-hiker

Our Organization: Capacity/Structure

The Pacific Crest Trail Association is headquartered in Sacramento, California, with regional staff in strategic locations along the length of the Trail. The PCTA works with 25 regional affiliated and partner groups to coordinate maintenance, improvement, and volunteer projects. We're a nonprofit charitable organization ~ supported by members, volunteers, and hikers ~ who make the Pacific Crest Trail experience possible.



PCTA staff in the field

Our Organization: Programs

The Pacific Crest Trail Association operates three broad programs to accomplish its mission:

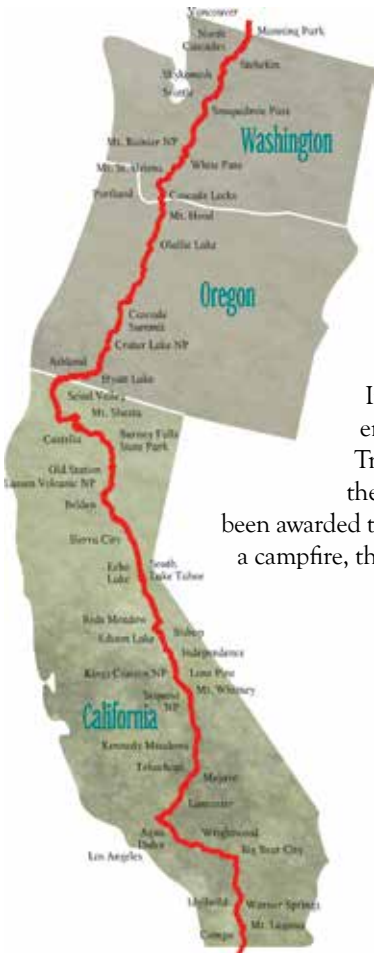
1. Protect the corridor and location of the Pacific Crest Trail
2. Preserve the Trail through volunteers and regular maintenance
3. Promote the Trail through information, maps, and in-person and online outreach.

By The Numbers: Pacific Crest Trail Association

Years Operated.....	37 Years
Central Office Staff	11
Field Staff	6
Communicator Magazine Staff	3
Charitable Nonprofit Status.....	501(c)(3) nonprofit organization
Primary Programs	3
Members	8,200
Regional and Partner Groups.....	42



Our Organization: The Pacific Crest Trail Association

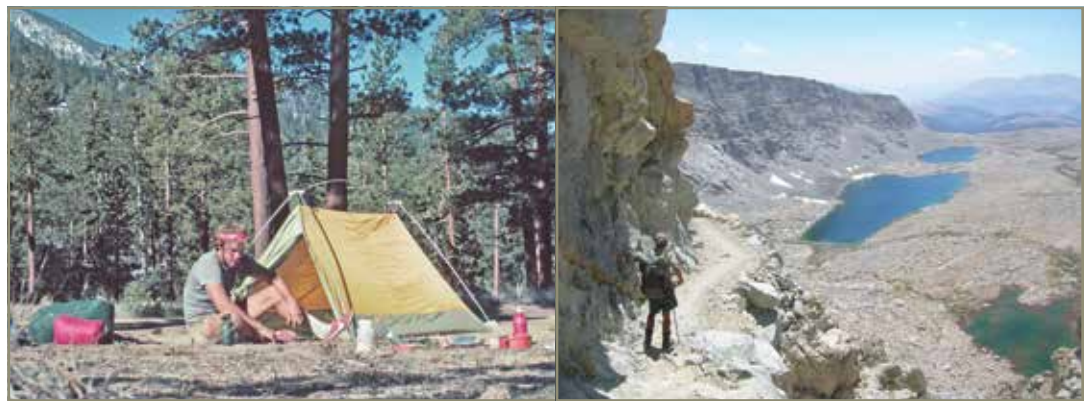


Our Trail: The Route

The Pacific Crest National Scenic Trail is a 2,650-mile hiking and equestrian trail, winding through California, Oregon and Washington, from Mexico to Canada. The Trail is divided into six regions: Southern California, Southern Sierra, Northern Sierra, Big Bend, Columbia Cascades, and North Cascades. Difficulty of the Trail varies by area – but hikers and equestrians of all abilities can find challenge, inspiration, and relaxation on the PCT.

Our Trail: The History

In 1932, Clinton C. Clarke proposed the idea of the Trail and blazed it with young volunteers. By 1938, the entire route was passable. In 1968, the National Trails System Act designated the Pacific Crest a National Scenic Trail, praising the Trail for “maximum outdoor recreation potential and for the conservation and enjoyment of the nationally significant scenic, historic, natural, or cultural qualities.” Since 1968, only ten other trails have been awarded this rare distinction. As long as there are mountains to climb, work to be done, and smiles to be shared around a campfire, the Pacific Crest Trail Association is committed to ensuring that the story of the Trail continues.



Our Trail: Like None Other

The PCT features the incredible diversity of the American landscape, traveling through bright, hot desert, soaring granite peaks, scenic vistas and epic rainforests. Along the way, it passes scenic treasures like Mt. Whitney, Yosemite National Park, Crater Lake and Mt. Rainier. The Trail also embraces diverse cultures, including traditionally Hispanic and Native American communities.

By The Numbers: Pacific Crest Trail

Length	2,650 miles
Miles in California	1,692
Miles in Oregon	458
Miles in Washington	500
Miles Lacking Permanent Protection	200
Highest Point	13,153 feet at Forester Pass
Lowest Point	180 feet at "Bridge of the Gods"
Proposed Date	1932
Designated a National Scenic Trail.....	1968



Our Company: The Pacific Crest Trail is the Gateway to Parks, Mountains, Wilderness and More!



Our Company: National Scenic Trails

The PCT enjoys great company. Beginning with the National Trails System Act in 1968, Congress has designated eleven National Scenic Trails. Some, like the Appalachian Trail, are world renowned, and receive heavy use. Others, like the new Pacific Northwest Trail, are lonely, undiscovered treasures. Together, National Scenic Trails comprise more than 17,000 miles of inspiring, challenging, uniquely American experiences.



America's National Trails System

Our Company: National Parks, Forests, Monuments, and More!

The PCT passes through, or near, six National Parks, 23 National Forests, four State Parks, 48 federally designated Wilderness Areas, three National Monuments and a National Scenic Area. The Trail links all these treasures, including Mt. Shasta, Crater Lake, Mt. Hood, Mt. Rainier, into one continuous, epic experience.

National Parks	National Forests		State Parks	Other Treasures
Sequoia Kings Canyon National Park	Angeles National Forest	Plumas National Forest	Anza-Borrego Desert State Park	Santa Rosa San Jacinto Mountains National Monument
Yosemite National Park	Cleveland N.F.	Rogue River-Siskiyou N.F.	Mt. San Jacinto State Park	Devil's Postpile National Monument
Lassen Volcanic National Park	Deschutes N.F.	San Bernardino N.F.	McArthur-Burney Falls Memorial State Park	Cascade-Siskiyou National Monument
Crater Lake National Park	Eldorado N.F.	Sequoia N.F.	Castle Crags State Park	Columbia Gorge National Scenic Area
Mt. Rainier National Park	Fremont-Wimena N.F.	Shasta-Trinity N.F.		
North Cascades National Park	Gifford Pinchot N.F.	Sierra N.F.		
	Humboldt-Toiyabe N.F.	Stanislaus N.F.		
	Inyo N.F.	Tahoe N.F.		
	Klamath N.F.	Umpqua N.F.		
	Lassen N.F.	Willamette N.F.		
	Mt. Baker-Snoqualmie N.F.			
	Mt. Hood N.F.			
	Okanogan-Wenatchee N.F.			



Our Company: The Pacific Crest Trail is the Gateway to Parks, Mountains, Wilderness, and More!

Our Company: People

The PCT passes within hours of five of the country's 25 most populous cities in America and 10 of 25 fastest growing cities. The Trail is easy to access from major markets such as Los Angeles, Sacramento, Reno, Bend, Portland and Seattle.

By The Numbers: Our Company

Proximate National Parks	6
Proximate National Forests	23
Proximate State Parks	4
Proximate National Monuments	3
Proximity to "The 25 Fastest Growing Cities in America":	Proximate to 10
Proximity to "The 25 Most Populous Cities in America":	Proximate to 5 of 25

Our Company: More Trails!

The PCT also links several world-class regional trails, including:

The Tahoe Rim Trail: A 150-mile trail that encircles Lake Tahoe.

The North Umpqua Trail: A 79-mile trail paralleling the Umpqua River.

The John Muir Trail: A 211-mile trail honoring the famous naturalist, John Muir.

The Pacific Northwest Trail: A 1,200-mile National Scenic Trail linking the Continental Divide and the Pacific Coast.

The Tahoe Yosemite Trail: An unofficial 185-mile route exploring the beautiful high country between Lake Tahoe and Tuolumne Meadows in Yosemite National Park.





Our Friends: Hikers, Horseback Riders, anyone who craves inspiration

Our Friends: Millions experience the Pacific Crest in different ways every year. Most enjoy brief “day hikes” on the Trail to relax, escape and get fit. A few “thru-hikers” hike the entire 2,650 miles in one season. We’re proud to introduce you to a few of the different people who enjoy the Trail every day:

Meet a Thru-Hiker: **J. R. Withers**

I’m a researcher and journalist. My wife, Molly, is an HR specialist. My trail name is “Easy” and hers is “Lizard.” Our son, Connor, doesn’t have a trail name yet, we are still searching for the perfect one! Actually, Connor wouldn’t exist if not for the PCT. On my way to start thru-hiking, I stopped in Boulder, CO, where I met Molly. We e-mailed while I hiked, and have been together since. In 2007, we hiked the PCT together. We married in 2008 and in 2010 we were joined by Connor. Why did I thru-hike the PCT? The scenery is incredible. You start in a desert, and explore the Sierra Nevada mountains and the volcanic peaks of the Cascade Mountains. Every day there is incredible scenery. It’s hard to beat that level of awesomeness!



Meet a Day-Hiker: **Kit Kirkpatrick**

My name is Kit. I’ve been day hiking on the Pacific Crest Trail for years, mostly in the Sierra Nevadas. I look forward to getting out for a hike whenever time and weather allow. My hikes keep me fit, happy, and focused, and through my hiking I’ve met a whole group of active, fun, interesting people. I lead a local hiking club, and I love to share some of my favorite places on the PCT with the group. I feel so lucky to live close to the Sierra Nevadas and the Pacific Crest Trail.



Meet a Trail Rider: **Lori Lennox**

My husband and I own a logging and outdoor power equipment store. I’m now 56; I first rode the PCT when I was 19. When I get on the PCT I feel like I’m a million miles away from everyday issues and problems. Just my horse and me – it’s a beautiful thing! The scenery, the smell, the feel, even the dust! I especially like riding south in the late summer and early fall and meeting the thru-hikers coming from Mexico. I try to pack extra treats like fresh fruit and baked goods in my saddle bags to hand out to them.



By The Numbers: Our Friends

Number of Americans that Hike Annually	32.6 million
Percentage of Residents of CA, WA and OR that Hike	51%
Approximate Hikers on the PCT Annually	hundreds of thousands
First Recorded Thru-Hike	Eric Ryback, 1970
First Recorded Thru-Ride	Don and June Mulford, 1959
Permits Issued for Thru-Hike in 2013	1,043
Permits Issued for Section-Hike in 2013	833



Our Work: PROTECT the Pacific Crest Trail

It's easy to take trails for granted. After all, who would ever threaten such an important resource? In reality, the Pacific Crest Trail, and all the benefits it provides, faces dire threats every day. The Pacific Crest Trail Association leverages thousands of hours of volunteer work, to keep the PCT open, safe and accessible to the millions of Americans who enjoy it every year. Our Protection Program has two primary goals: **1.** Protecting the Pacific Crest Trail experience, and **2.** Advocating for Federal Funding for the Pacific Crest Trail.

Our Work: 1. Protecting the Pacific Crest Trail Experience

The PCT is much larger than a 32-inch-wide path. The incredible scenic, cultural and biological resources that surround it are as much a part of the PCT experience as the Trail itself. In the rapidly growing West, unplanned sprawl threatens not only the Trail, but our larger quality of life. The Pacific Crest Trail Association works with the U.S. Forest Service, National Park Service, Bureau of Land Management and California State Parks to ensure the Trail is sited in secure, safe, scenic areas. The Association is the “voice of the Trail” representing the interests of trail users in meetings with land management agencies and the media.

Our Work: A Case Study – Working With Partners to Protect the Trail

White Pass Ski Company's plans to build new ski lifts next to the Pacific Crest Trail in Washington's Wenatchee National Forest could have been a lose-lose proposition. The lifts would have loomed over the Trail, blocking views. Rather than create an adversarial situation, the Pacific Crest Trail Association approached White Pass Ski Company to work together, in the spirit of partnership. White Pass General Manager Kevin McCarthy helped set this tone, stating: “People at ski areas really care about the environment and utilize the environment. We're not just skiers, we're hikers and climbers too.” With funding from the White Pass Ski Company, support from the U.S. Forest Service and hundreds of hours of work from PCTA Volunteer Crews, the PCT was relocated, and construction of the lifts proceeded, a win-win result for all parties. The Pacific Crest Trail Association is committed to working with partners to ensure that the PCT is protected, safe and enjoyable for all.





Our Work: 2. Advocating for Federal Funding for the Pacific Crest Trail

It takes more than sweat to build and maintain the PCT – it requires understanding Federal laws and funding. The Pacific Crest Trail Association works closely with Federal and State Congressional Delegations of California, Washington, and Oregon – as well as Members of Congress from other States that support the PCT. The Pacific Crest Trail Association participates in Hike the Hill, the annual Trails Advocacy Week in Washington, D.C., to meet with members of Congress. We are humbled every year that both parties are unified in supporting the mission of our organization, and the benefits the Trail offers all Americans.



Two generations of PCTA volunteers, Don Twohey and his grandson, Ryan Peacock, in the office of California Congressman Dan Lungren.

Fiscal Year	Approximate Federal Funding
1999	\$410,000
2000	\$410,000
2001	\$395,000
2002	\$695,000
2003	\$735,000
2004	\$1,573,000
2005	\$1,850,000
2006	\$1,845,000
2007	\$1,297,000
2008	\$2,000,000
2009	\$2,000,000
2010	\$2,000,000
2011	\$2,000,000
2012	\$2,000,000
2013	\$2,000,000



By The Numbers:

Number of Staff and Volunteers Participating in 2013	15
First Year Traveling to DC	1998
Number of Congressional Meetings in 2013	76
2013 U.S. Forest Service Funding for the PCT	\$2,000,000



Our Work: *PRESERVE* the Pacific Crest Trail

Protecting the lands surrounding the Pacific Crest Trail is only part of the puzzle. The “lifeblood” of the PCT is the thousands of volunteers and corps crew members who keep the Trail surface open, safe and enjoyable for all. The Pacific Crest Trail Association works with 42 regional groups and partner organizations to maintain the Trail. The dedication of our volunteers shows the power of the PCT to move people and change lives. It demonstrates that the PCT isn’t just about fun, it’s about giving back and being part of something larger than yourself.

Profile: Meet Jodi Bailey, PCTA Volunteer

At the office, I’m busy behind a computer, so getting outside means a lot to me. I enjoy the volunteering with the PCTA on a number of levels. What’s not to like about spending time in a place you love, with other people who also love it, doing something that helps take good care of it and makes it possible for others to enjoy it, too? Beyond the problem-solving and physical challenges of the work, I really enjoy the people. Once the workday is over, sitting around the campfire and sharing meals and stories with this group of people is fun. My experiences with the PCTA have really enriched my life.



Jodi ready to volunteer!

Profile: Environmental Charter Schools

The Pacific Crest Trail Association is proud to work with the Environmental Charter Schools in Lawndale, California. This program annually connects urban youth from Southern California to the PCT. Students learn conservation and environmental stewardship through volunteerism and experience a direct connection with nature.



By The Numbers:

Crew Trail Maintenance Hours in 2013	81,200
Value of Volunteer Time in 2013	\$1.9 million
Miles of Trail Maintained in 2013	1,450
Total Volunteers in 2013	1,500
Regional Partners and Groups	42



Our Work: *PROMOTE* the Pacific Crest Trail

Protecting the incredible resources that surround the Pacific Crest Trail, and preserving the Trail itself is only part of the picture. We are committed to sharing all the opportunities the PCT offers with the 32 million Americans who hike every year. Though we have dedicated communications programs within the organization, partners substantially increase our reach.

Our Work: Our Communications Program

The Pacific Crest Trail Association is the authoritative source for information about enjoying and protecting the PCT. Our website, www.PCTA.org, provides information about permits, updated trail conditions, news and information – everything that you need to enjoy the Trail for a day, a weekend, or a whole season! The PCTA partners with the U.S. Forest Service to produce a series of 10 detailed maps of the entire Trail, and produces three different e-newsletters in addition to the quarterly *PCT Communicator* magazine – a source of news, inspiration and information about the Trail experience.



Our Work: Communications through Partnerships

The PCT experience resonates across America and beyond, so we're honored when others help to share the inspiration and opportunity of the Trail with a broad audience.



Our Footprint: Publications

PCT Communicator

Medium Full-Color Magazine
 Communicator Readership 52,312
 Frequency x4 per year plus Calendar issue

Trail Dirt

Medium E-Newsletter
 Trail Dirt Circulation 24,000
 Frequency x4-6 per year

Website

www.PCTA.org

Average Unique Visitors per month 150,000
 Facebook Friends 70,000
 Twitter Followers 6,000

Our Footprint: Membership

Members

Number 9,500
 Geographic Distribution 50 States and 17 Countries



Our Partners: Together we're better

The Pacific Crest Trail Association is dedicated to protecting the unique resources of the Pacific Crest National Scenic Trail. Traversing the eighth largest economic power in the world, and passing within sight of the premier scenic destinations in America, the relevance of our Trail and our mission to protect and promote it are clear. We see the missions of our partners with the same clarity with which we see our own mission, and this clarity allows us to create unprecedented opportunities for mutual growth and outreach. The PCTA doesn't just see the value in partnerships; we see the value in our partners. We bring the same commitment to the success of our partners as we bring to accomplishing our mission.

Good Causes = Good Partners

Sometimes knowing you're doing the right thing is enough to support a good cause. Given the reality of a competitive marketplace, the Pacific Crest Trail Association created our Corporate Partnership Program to show our partners that together, we can do well by doing good.

The majority of Americans agree that preserving undeveloped land for outdoor recreation is important.**

85% of consumers say that they have a more positive view of a brand if it supports a cause they care about, while 90% would like firms to keep them informed about the causes it supports. ***

The Active Outdoor Recreation Economy employs five times more Americans than Wal-Mart, the world's largest private employer.**

*Our Partners: Opportunities for Involvement**

Levels of Contribution	Partner Name
\$100,000+	Mt. Whitney Partner
\$50,000-\$100,000	Forester Pass Partner
\$15,000-\$49,999	High Sierra Partner
\$5,000-\$14,999	Tuolumne Meadows Partner
\$1,000-\$4,999	Columbia River Partner

* Partnership Levels are named after scenic locations near the Pacific Crest Trail, in ascending order of elevation

** According to the Outdoor Industry Association

*** According to research by Cone, INC.



Our Partners: We Return Value

We're committed to returning value to our partners. Here is just a brief selection of the specific commitments we make to our partners success.

Columbia River Partner

\$1,000– \$4,999

Use of PCTA Logo on Website, Subject to Approval
 Logo/Link on PCTA Website
 Announcement of New Partnership (Facebook, PCTA.org, *Trail Dirt*, *Communicator Magazine*)
 Certificate of Appreciation, Certification of Contribution to a Tax Exempt Organization
 Subscription to PCTA's *PCT Communicator*
 10% Discount on Official PCTA Gear
 Good Trail Karma!

Tuolumne Meadows Partner

\$5,000– \$14,999

All of the above, plus:

Product Sampling Opportunities
 "Partner Profile" in *Trail Dirt*
 Event Vendor Opportunity
 Annual acknowledgment in the *PCT Communicator*
 Annual acknowledgment in *Trail Dirt* newsletter
 Press Release Announcement New Partnership
 "Featured Partner" on PCTA Website
 Recognition in Annual Report

High Sierra Partner

\$15,000– \$49,999

All of the above, plus:

Use of PCTA Logo on packaging, Subject to Approval
 Sponsored Web Content Opportunities
 Membership Offering Opportunities
 Official Staff/Volunteer Testimonial Opportunities
 "Partner Profile" in the *PCT Communicator* magazine

Forester Pass Partner

\$50,000–\$100,000

All of the above, plus:

Product-Specific Acknowledgment Campaign
 Membership Communication Opportunities
 PCTA Volunteer Project for 5 Employees, Subject to Approval
 Semi-Annual acknowledgment in the *PCT Communicator*
 Quarterly acknowledgment in *Trail Dirt* newsletter

Mt. Whitney Partner

\$100,000+

All of the above, plus:

Program-Specific Acknowledgment Opportunities
 Quarterly acknowledgment in the *PCT Communicator*



Contact the Pacific Crest Trail Association



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