



Trail Riders of the Canadian Rockies

1923-2023

CELEBRATING 100 YEARS OF AWE



**SPONSORSHIP
OPPORTUNITIES**



CENTENNIAL LEGACY PROJECTS

Exhibit at the Whyte Museum, Banff

A dedicated exhibit celebrating 100 years of trail riding in the Canadian Rockies. Open to the public from June to October 2023.

Exposure: 19,800 visitors, sponsor board, Logo/name attribution in the program

Coffee Table Book

A visual feast of the past 100 years complete with short stories and anecdotes of its history and riding adventures. The book is designed to inspire people into experiencing trail riding first hand.

Exposure: Logo/name attribution in the book. For sale to TRCR membership, at the Exhibit, fundraisers and on line to general public. Entry at the Banff Centre Mountain Film and Book Festival & World Tour.

Documentary

Celebrating 100 years of the mountain horse, the unsung hero uniquely adept at exploring the Canadian Rockies and an essential partner to TRCR.

Inspiring younger generations to take on ridership.

Exposure: Logo/name attribution at the end of the documentary, air during exhibit, online. Entry at the Banff Centre Mountain Film and Book Festival & World Tour.

Sponsorship opportunities

Inspire young people into a timeless Canadian experience -- trail riding in the backcountry of the Canadian Rockies.

Today's outdoor enthusiasts either do not know about trail riding or do not believe they have the skills to engage in this activity.

2023 is a unique opportunity to inspire new generations into the next century of horse riding in the wild.

JOIN THE CELEBRATIONS



GOLDEN HORSESHOE \$5,000

As a preferred partner to TRCR your brand will be recognized in print and digital mainstream media at the **regional and local levels**, the Coffee Table Book, the Documentary and you will receive an honorary lifetime membership with us.



SILVER HORSESHOE \$2,500

As a honoured partner to TRCR your brand will be recognized in the Coffee Table Book, and in our social media.



BRONZE HORSESHOE \$1,000

As a close partner to TRCR your brand will be recognized in the book and our social media.

How it Works

Back in 1923, Canadian Pacific recognized the potential of the Society and supported it for over 50 years, strengthening its brand as a nation builder.

Your support will celebrate one hundred years of achievement and support legacy work into the next century.

Each level of sponsorship recognizes your generous contribution in ways that will elevate your brand and ours.

Market Reach

- 19,800 visitors to the Exhibit
- 3,000 visitors at the Banff Trail Riders stables
- Banff Mountain Film and Book Festival
- Book promotion and sale to 400 active TRCR members, Exhibit, fundraisers and on line
- Four websites and social media suites
- TRCR PSA, interviews and feature stories on print and digital plate-forms with mainstream media (Global News, CBC, Calgary Herald, Great West Media)

Brand recognition opportunities

- Logo/name attribution
- On the Exhibit board
- In the Documentary
- In the Book
- Four websites and suites of social media (TRCR, Whyte Museum, two partnering outfitters)
- Photo opportunities with TRCR and Outfitters.

Our Story



TRCR is the oldest riding Society in Canada with deep ties to Alberta's rich history and the country's identity and success.

It began in the backcountry of Banff National Park. Back in September 1923. A small group of riders, all talented dreamers and shakers, became stranded in a snowstorm over three days in the high country of the Canadian Rockies. Qualifying the experience as one of the best, these visionaries established the "Order of the Trail Riders of the Canadian Riders," eventually known as the Trail Riders of the Canadian Rockies (TRCR).

Early on, TRCR worked with Banff National Parks to map out and create trails and foster a sense of awe and respect for the natural surroundings. The study of the fauna and flora was encouraged and the breeding of saddle horses for high-altitude riding promoted. This work was done in close collaboration with neighbouring indigenous communities, for which the Society is forever grateful.

Today, the Society works closely with outfitters, guides and the national parks, offering visitors "**The Ride of their life**" -- All inclusive four to six days of backcountry rides, including campsite, food, cooks, and the best trail-riding horses available. A TRCR volunteer host accompanies each group to heighten the experience. They are avid members sharing their talents and skills either as story tellers, musicians, naturalists or geologists.

Over the past 100 hundred years, thousands of riders from all over the world and all ages traverse some of the most pristine and breathtaking scenery on earth.

Once their journey in the mountains is complete, the riders become members of the Society sharing in the upkeep, appreciation and conservation of the Canadian Rockies' many mountain trails, history and culture through annual guided rides, newsletters and social functions.

TRCR's continued success through changing times, depressions, wars, plagues, fires and floods is due wholly to the enthusiasm and dedication of its volunteers and the passion they share with supporters like you.

FIND OUT MORE ABOUT OUR SPONSORSHIP OPPORTUNITIES



trailridevacations.com

CONTACT

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