



FERNIE TRAILS ALLIANCE

2026 Sponsorship



About

The FTA is an alliance representing all trail users in Fernie, BC. As a registered charity, we work directly with member clubs, outdoor recreation groups and land owners in order to maintain and enhance Fernie's vibrant trail using community.

Mission

Develop, maintain and enhance a human-powered trail network in the Fernie area.

Vision

Establish a fun, robust and diverse world-class trail experience that will endure for generations.

Values

Community
Respect and Positivity
Integrity and Accountability

Collaboration and Partnership
Environmental Responsibility

POWERING FERNIE'S TRAILS



What does the FTA do?

The FTA is responsible for:

- Year-round maintenance, grooming, building and enhancement of trails and **all associated costs.**
- Negotiating land user agreements and relationships with **18 different land owners** to ensure current and future land security.

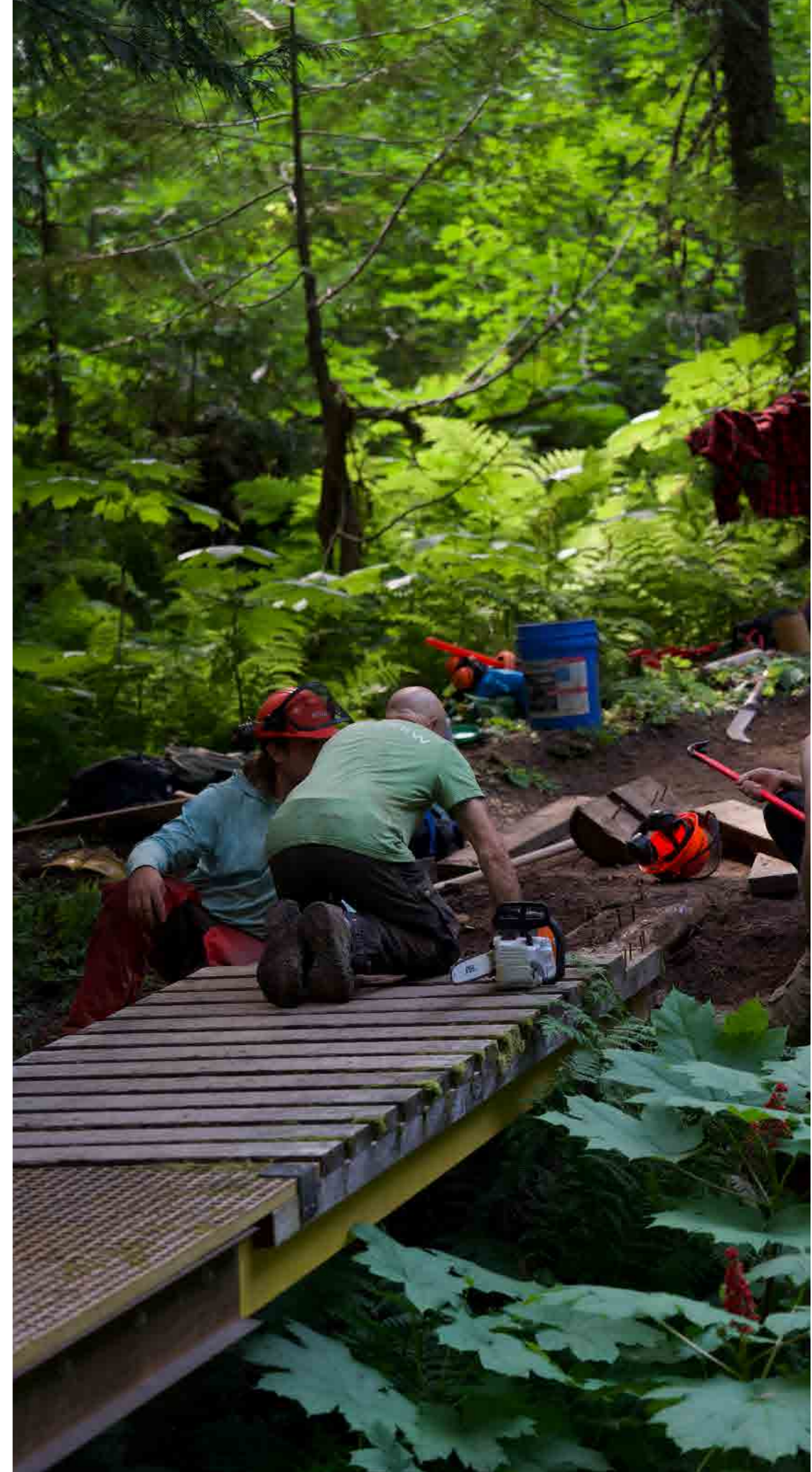
Why support the FTA?

Sustainable revenue streams guarantee the FTA can continue to provide trail maintenance, support landowners and grow a secure, sustainable trail network for generations to come.

WITHOUT A CONSISTENT REVENUE STREAM, WE DON'T HAVE TRAILS.

What would your Business Look Like if the Trail Network Didn't Exist?

Based on our population and visitor numbers we could estimate that the trail network in Fernie brings in between \$15 and \$20 million every year.



2025 Highlights

812	Annual Pass Holders
6,100	Followers
2,500	Email Subscribers
200	Volunteers
1,000	Hours Volunteered
6,838	Trail Work Hours
210	Hours Groomed 24-25 Winter
9	Kilometres of new trail
55	Pizzas eaten to fuel trail work
45+	Trail Features Added or Replaced (i.e., bridges, wooden features, jumps, drops, etc.)

Trail Work Highlights

1.6 km's of trail was constructed on the South Side of the Coal Creek Heritage Trail Loop and 3 new bridges were installed.

Major Project 9 updates to the meadow section and carving out three distinct lines in the rocky section.

More accessible Three Sisters - Olivia Creek 1.5km re-route, reviving this Three Sisters access option.

Educational Wildlife Signage has been implemented across the trail network.

Bridge replacement on Gorby, Stove, Old Goat, Phat B, CCHT, TR3, and more.

Major Eric's Trip rebuild of the drop, wooden berm, and long bridge to wood jumps.

Red Sonja rebuild of the wallride/wooden berm, lily pad, jumps, and berms.

5 large dirt to dirt jumps built on Dopamine.

2026 Projects

Sample of Expected Projects in 2026:

Coal Creek Heritage Trail Loop suspension bridge over Coal Creek (to be completed March 2026). Phase 2 includes a total of 14km of multi-use adaptive trails connecting Montane-River Road-Wilson Quarry.

Addition of Downward Dog, a new 4km green flow downhill trail in the Flow Zone.

Eric's Trip tread repair and rebuild of technical trail features.

Completion of the Dopamine jumps repairs.

Dirt Diggler reroute and berm repairs.

Space Unicorn reroute and corkcrew repair.

Stove tread and boardwalk repair.

Heiko's campsite improvements.



2026 | Sponsorship

	Three Sisters Sponsor	Mt. Proctor Sponsor	Mt. Fernie Sponsor	Business Member
Logo Visibility	Most visible on the website, included in the newsletter, and Homepage placement.	Second most visible on the website, included in the newsletter.	Third most visible on the website and included in the newsletter.	Business name listed on the website.
Sponsor Window Sticker & Digital Icon	Yes	Yes	Yes	Yes
Social Media	Quarterly feature or inclusion in 4 posts/year.	2 Posts/Year.	Bronze Sponsor Post.	
Email Newsletter	Custom feature & full year logo placement	Full year logo placement.	Full year logo placement.	
Trail Passes	14+	9	5	5-14
FTA Members Offer or Discount <i>(Ex. 10% off food on Tuesdays for FTA Trail Pass Holders)</i>	Yes	Yes	Yes	Yes
Price <i>(dollar value or volunteer hours)</i>	\$10,000 or 500hrs	\$5,000 or 250hrs	\$2,000 or 100hrs	\$500-\$1,000 or 25-50hrs

Value can be achieved by a combination of cash, product/materials or volunteer time.

2026 | Trail Sponsorship



Trail Crew | \$20,000/month

A paid Trail Crew is one of the most beneficial investments in our trail network and the most challenging area to source funding for. Make your mark by supporting the Trail Crew for the season or by month. Logo included on Trail Crew uniforms, marketing exposure in all trail crew related content. Ex. Trail Crew Reports brought to you by [your company].



Dig Days

A great opportunity for community visibility and making a direct impact on the trails. Logo included in marketing assets, event page and sponsor can set up any branding onsite. A representative from the sponsor must be present for Weekend Dig Day. Prizing to be provided for Weekend Dig Day or end of season draw.



Weekly Dig Night: \$1,000/month | \$4,000/season

Weekend Dig Day: \$500/day

Adopt-a-Trail | Technical \$1/m or Flow \$2.50/m

A highly visible way to show your support that directly contributes to trail maintenance. Adopt-a-trail funds go directly towards supporting the Trail Crew and the work they do. We'll add a sign with your business name to the trail sign.



Team Building Workshop | \$1,500

Looking for a unique team building opportunity for your staff that also gives back to the community. Work with our Trail Crew for a 1:1 trail building workshop. Limited available.

2026 | Event Sponsorship

	Title Sponsor	Supporting Sponsor	Prizing Sponsor	Participant Food/Drink Sponsor
Little Critters Kids Races 5 events (1/month May - Sept.).	\$1,000 or 25 volunteer hours	\$500	Toy Donations	Kids Treat
P9 Race September 9th - Up, Down & Overall Championship on Project 9.	\$2,000	\$500	36 Podium positions	BBQ (\$250)
High Roller Poker Ride (Run)	\$2,000	\$500	2 x Grand Prize 4 x Secondary Prize	Post-Race Meal Post-Race Beverage <i>(estimated 100 - 130 people)</i>
Wam Bam Dirt Jump Jam Annual Freeride competition - Official bronze FMB World Tour Event.	\$5,000	\$500	Draw Prizes Cash Prizing Podium	X
Dirt Diggler Fernie's classic annual DH Race.	\$2,000	\$500	10 Podium positions	Post-Race Meal Post-Race Beverage <i>(estimated 100 people)</i>
Trail Razr Annual carnival-style fundraiser for the trails.	Please inquire for details on making a donation to the auctions.			

Event Sponsors Receive:

- Event sponsors will have their logo included on the event webpage, event poster, digital event assets, and event-related email newsletters.
- Tent or other onsite presence.
- Complimentary event entries.
- Tags/features in event related social media.
- Plus, general sponsorship perks associated with Three Sisters, Mt. Proctor or Mt. Fernie tiers if value is achieved.

A scenic mountain landscape with evergreen trees and purple flowers in the foreground. The text "Thank You" is overlaid in white.

Thank You

Contact

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