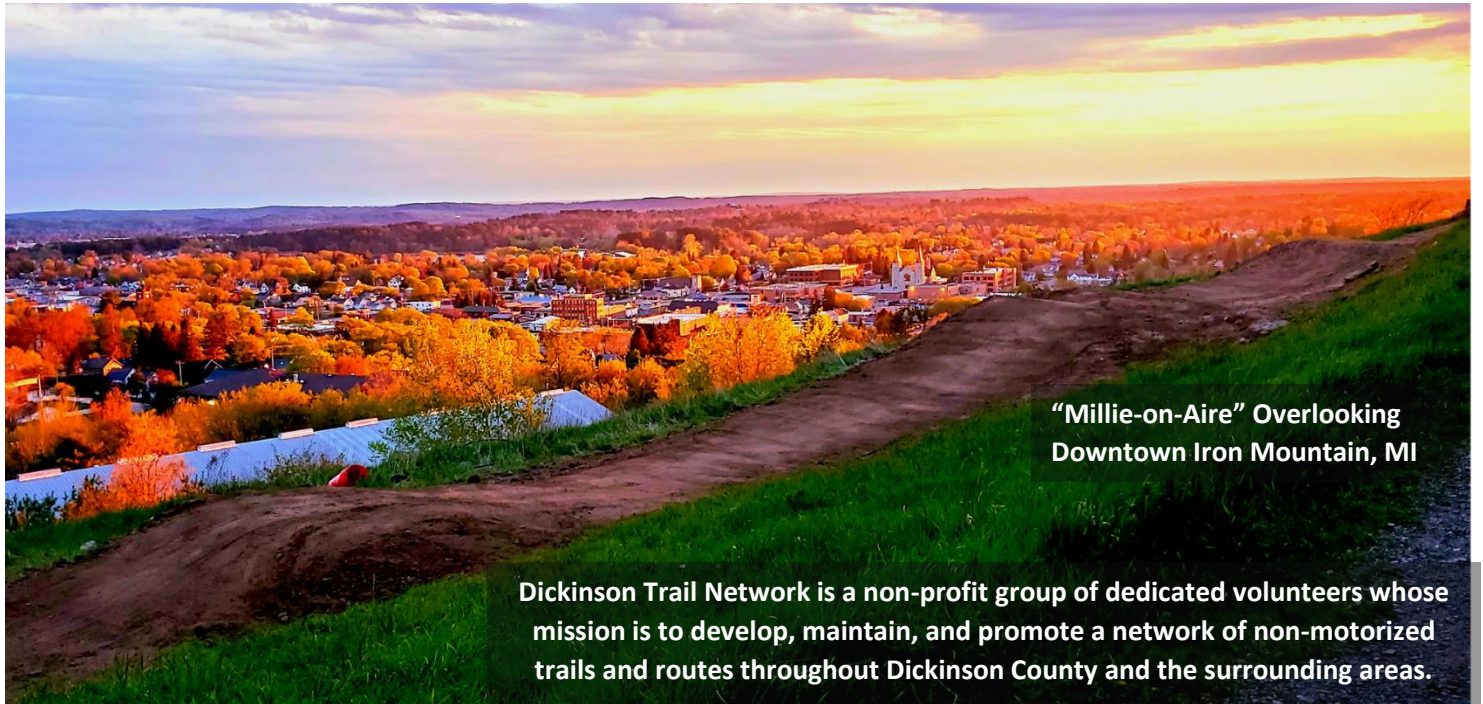


# Become a DTN TRAIL PARTNER TODAY!



**Dickinson Trail Network** is a 501(c)(3) Non-Profit Organization (EIN: 27-0418903)  
P.O. Box 271, Iron Mountain, MI 49801 | [dntrails@gmail.com](mailto:dntrails@gmail.com) | [dntrails.org](http://dntrails.org)

# Dickinson Trail Network Trail Partnership Program

## Why partner with the Dickinson Trail Network?

Trails directly benefit and indirectly impact your business by:

- 🌍 Bringing tourism dollars into the area and local dollars directly to your door.
- 🌍 Creating new and supporting existing jobs, both seasonal and professional.
- 🌍 Enhancing the quality of life for your employees both mentally and physically.
- 🌍 Attracting young professionals and their families to this community.
- 🌍 Hosting events that support the trails and attract visitors to the region.
- 🌍 Protecting land and providing public access to Dickinson County's expansive natural places.
- 🌍 Providing volunteer opportunities that create strong communities.
- 🌍 DTN is a 501(c)(3) non-profit organization, donations may be tax deductible.
- 🌍 Employees respect leaders that support community initiatives they believe in.

## DTN Accomplishments

- 🌍 Our current trail Network includes:
  - Millie Hill: 6.2 Miles
    - 5 miles of trails hand-built in 2019
    - 1 mile added in 2020
    - "Millie-On-Aire" completed in 2022
  - Norway North: 7.96 Miles
    - Hand-built in 2021
  - Norway South: 11.66 Miles
    - 1.5 miles built in 2018
    - 6 miles added in 2019
    - 2.6 mile Piers Gorge Loop completed 2020
  - Fumee Lake Natural Area: 15 Miles
    - DTN Maintains and grooms trails
  - Pine Mountain County Land: 2 Miles
    - Constructed in 2022 and 2023
  - Pine Mountain Ski Resort: 5 Miles
    - Includes pumptrack
    - Professionally built in 2023
- 🌍 DTN's Pewabic Project, in collaboration with the City of Iron Mountain, has been awarded a \$183,000 Michigan Natural Resources Trust Fund grant.
  - DTN has already fundraised over \$35,000 in matching funds.
  - Project will add 5-miles of new professionally built multi-use non-motorized trails to the area.
  - This will total 11 miles of trails within walking distance of downtown Iron Mountain.
    - <https://www.dtntrails.org/pewabicproject>
- 🌍 Winter grooming at Fumee Lake Natural area and Marion Park in Norway, MI.
  - Our snowmobile grooming machines create classic cross-country glide tracks and multi-use corduroy snow surfaces, while the snowdog and Rokon machines create a 24" wide singletrack trails ideal for fatbiking.



# Dickinson Trail Network Trail Partnership Program

## Supporter Benefits & Partner Levels

Partnering with the Dickinson Trail Network involves a multi-faceted recognition of your business or organization. DTN is connected to avid trail users on local, regional, and national levels all of whom are seeking a healthy and exciting outdoor experience in our community. Our outreach volunteers allow you to connect with a wide variety of local and visiting trail enthusiasts which includes mountain bikers, hikers, trail runners, cross country skiers, snowshoers, and fatbikers. Our partners gain access to this valuable demographic through our outreach programs which include members, website, events, press coverage, trailhead signage, maps, and social media platforms.

### How your business can support the Dickinson Trail Network

Trail support can be any combination of cash or in-kind donations such as equipment, materials and/or services. Organize a program where your employees can spend a paid workday volunteering to build and maintain trails. Host or co-host a fundraising event. Collect donations at your business or provide a donation matching program for employees. Provide discounts, events, or other perks to DTN members and/or volunteers.

### Our 2024 Partner Levels and associated benefits are as follows:

#### Introductory Level - \$100

- 🍷 Website: Listed on Trail Partner Page
- 🍷 Opportunity to share your “business perks” with our DTN members.
- 🍷 Facebook and Instagram shoutout post with fellow intro level partners
- 🍷 Listed at partner on event banners.
- 🍷 DTN Decal

#### Copper Level - \$500

- 🍷 Website: List on Trail Partnership Page under Copper with Hyperlink
- 🍷 Business listed (or tagged as applicable) on two facebook or instagram promotions
- 🍷 Print Listing on events banners and event shirts.
- 🍷 Entry for 2 Riders and 2 T-shirts for the Tour de Dickinson
- 🍷 Copper Level Trail Partner Window Decal

#### Silver Level - \$1000

- 🍷 Website: Small logo featured as trail partner on each page and listing on directory page with hyperlinks
- 🍷 A dedicated Facebook and Instagram shoutout post (tagged if applicable)
- 🍷 Small logo on event banners and event Shirts
- 🍷 Entry for 4 Riders and 4 T-shirts for the Tour de Dickinson
- 🍷 Silver Level Trail Partner Window Decal and display plaque.

#### Gold Level - \$2500

- 🍷 Website: Medium logo featured as trail partner and listing on directory page with hyperlinks
- 🍷 Two dedicated Facebook and Instagram shoutout post (tagged if applicable)
- 🍷 Medium Logo on DTN Trail Map, event banners, and event T-shirts
- 🍷 Medium Logo on trailhead signs at Millie Hill, Pewabic Hill, and Marion Park.
- 🍷 Entry for 10 Riders and 10 T-shirts for the Tour de Dickinson
- 🍷 Gold Level Trail Partner Window Decal and display plaque.

#### Platinum Level - \$5000+

- 🍷 Website: Largest logo featured as trail partner and listing on directory page with hyperlinks
- 🍷 Three dedicated Facebook and Instagram shoutout posts (tagged where applicable)
- 🍷 Largest Logo on trailhead signs at Millie Hill, Pewabic Hill, and Marion Park.
- 🍷 Largest Logo on DTN Trail Map, event banners, and event Shirts
- 🍷 Entry for 20 Riders and 20 T-shirts for the Tour de Dickinson
- 🍷 Beautiful Platinum Level Trail Partner Window Decal and display plaque
- 🍷 Interested in donating more than \$5000? Let us know how we can customize your partnership package!

# Dickinson Trail Network Trail Partnership Program

## How your Trail Partnership Helps DTN fulfill its mission

DTN is a 501(c)(3) non-profit organization that depends 100% on fundraising from memberships, events, donations, and partnerships to fulfill our mission.

**Matching funds for grants:** Most grants include a required matching component ranging from 20%-50% of the granted amount. For example, our Pewabic Project (6-miles of world-class professionally built trails) was awarded a \$183,000 Michigan Natural Resources Trust Fund grant that requires \$64,000 in matching funds from our organization. Your support will help us provide matching funds for grants as we continue to build world class trails around Dickinson County.

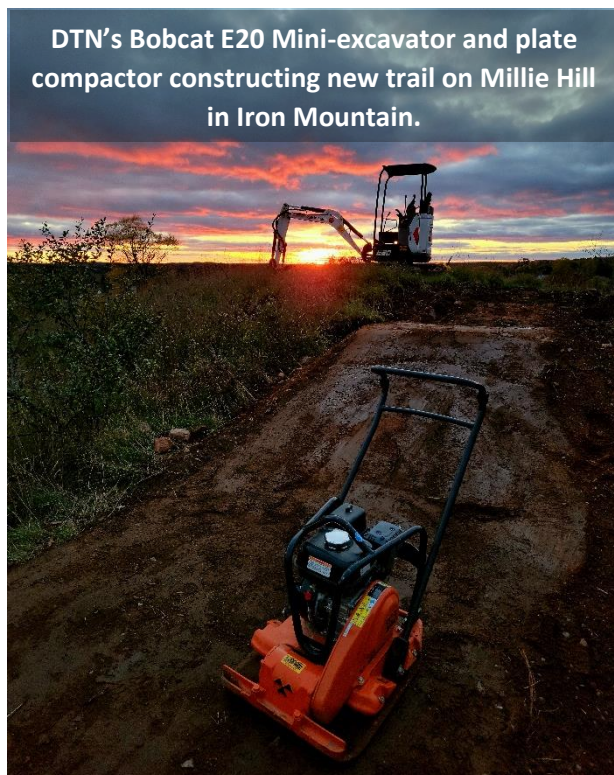
**Tools/Machinery:** Trail construction and maintenance is capital intensive work. We try to keep our volunteers equipped with the best trail tools on the market. There are also costs that go into maintaining the club's machinery including: Bobcat E20 Mini-excavator, three SnowDog singletrack groomers, three powerful snowmobiles XC ski groomers, and a ROKON snowbike. Looking to the future, there are other machines we would love to own but do not yet have the means to acquire, including a walk behind skid steer, which would allow us to build trails faster and to a higher standard.

**New Trail Construction:** DTN has a core group of dedicated and skilled volunteers who build trails each year. DTN also hires professional trail builders for projects that are beyond the scope of our volunteers. Our partners bring experience, expertise, and capital to our projects that assure the finished product is ready for riders, hikers, and runners, but will be sustainable and require less maintenance in the long run.

**Education and youth programs:** DTN is proud to team up with 906 Adventure Club for our area's youth adventure rides. Continuing this program and opening it up to more of the area youth will require further support from the community. DTN also sponsors and hosts mountain bike skills clinics like "For the Love of Bikes" who provide instruction for riders of all ages.

**Events:** Our local events like the Tour de Dickinson, Snotscycle, Ogee Challenge, and OC5K attract hundreds of participants. These events have operating costs for timing, shirts, food, drinks, etc. These events attract riders and runners from multiple states, stimulate our local economy, showcase our trails and provide an excellent platform to promote our partner's names and logos on social media, banners, newspaper, television news reports, participant bibs and race placards.

DTN's Bobcat E20 Mini-excavator and plate compactor constructing new trail on Millie Hill in Iron Mountain.



# Dickinson Trail Network Trail Partnership Program

## Step 1: Provide Your Business/Organization Information

Business or Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, ST, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Step 2: Determine Your Annual Level of Financial Support (January 1<sup>st</sup>- December 31<sup>st</sup>)

\_\_\_\_ Introductory Level - \$100

\_\_\_\_ Copper Level - \$500

\_\_\_\_ Silver Level - \$1,000

\_\_\_\_ Gold Level - \$2,500

\_\_\_\_ Platinum Level - \$5,000+

## Step 3: Is your business or organization interested in providing a perk to DTN Members?

Help encourage our trail users to support DTN through memberships while attracting customers your way.

Examples include: discounts, promotions, social events, product specials, etc.

If yes, please give an explanation of your perk:

## Step 4: Please send this form with payment to:

**Dickinson Trail Network**  
**P.O. Box 271**  
**Iron Mountain, MI 49801**

Questions?

-Email Chad Susott and Jerry Harwell at [dntrails@gmail.com](mailto:dntrails@gmail.com)

-Message DTN Trails on Facebook or Instagram.

**THANK YOU FOR CONSIDERING A PARTNERSHIP WITH DICKINSON TRAIL NETWORK!**

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