

2025/2026 OUTDOOR NC PARTNER ALLIANCE PROGRAM



PIONEER - \$300

- Outdoor NC logo for communications and educational efforts
- Usage rights for the 7 Outdoor NC Leave No Trace Principles to promote destination stewardship
- 10% discount on educational materials and merchandise from the Leave No Trace store
- Organization logo featured on the Outdoor NC website
- Access to the Outdoor NC toolkit
- Access to Trail Town destination stewardship learning labs, global trends report, tools, and resources
- First step to receiving Outdoor NC Trail Town Designation
- 10% discounted registration for the 2025 Outdoor Economy Conference
- Access to BeSMART courses (limited availability, first come, first serve)
- Exclusive print and digital advertising opportunities with Blue Ridge Outdoors (over 40% off & incentives increase based on Partner Alliance level)

CHAMPION - \$1,000

INCLUDES ALL ITEMS BELOW AS WELL AS ITEMS LISTED IN PIONEER LEVEL

- An additional 5% discount on most Visit NC co-op programs
- Custom Outdoor NC itinerary for your area
- Outdoor NC Cleanup Kit Project
 - Includes five (5) cleanup kits with custom co-branding and how-to guides
- Social Media Spotlight (Limited availability, first come first serve)
 - One Instagram and Facebook story spotlighting the partner and Outdoor NC stewardship messaging
- E-newsletter Spotlight integrated into monthly thematic content highlighting partner destinations' outdoor offerings and stewardship efforts (Limited availability, first come first serve)
- Exclusive print and digital advertising opportunities with Blue Ridge Outdoors (over 40% off & incentives increase based on Partner Alliance level)

GUARDIAN - \$4,000

INCLUDES ALL ITEMS BELOW AS WELL AS ITEMS LISTED IN PIONEER AND CHAMPION LEVEL

- Outdoor NC Cleanup Kit Project
 - Includes twelve (12) cleanup kits with custom co-branding and how-to guides
- Social Media Features (Limited availability, first come first serve)
 - Biannual Instagram and Facebook story spotlighting the partner and Outdoor NC stewardship messaging
 - One Instagram and Facebook post spotlighting the partner's stewardship efforts
- Exclusive E-newsletter Feature on a partner destination, highlighting its unique outdoor offerings and stewardship efforts (Limited availability, first come first serve)
- Eligibility for Additional Limited-Availability Benefits (first come, first serve):
 - Free registration for the Outdoor Economy Conference (limited to 6 people total)
 - Opportunity to provide a "Join the Movement" Sweepstakes grand prize (limited to 4 destinations)
 - Opportunity to host the Outdoor NC Guide Summit (limited to 1 partner per year)
- Exclusive print and digital advertising opportunities with Blue Ridge Outdoors (over 40% off & incentives increase based on Partner Alliance level)

ADDITIONAL INFORMATION

OPEN TO STATEWIDE ENTITIES, NONPROFITS, AND BUSINESSES

- A la carte options: All opportunities listed in the Outdoor NC Alliance Partner Program are available on a customizable basis with a \$300 buy-in to the program.
- High-Impact Area Permanent Signage Consultation (\$500)
 - Uses Leave No Trace organization's copyright language and intellectual property
 - Includes up to five (5) high-impact sites per partner (limited to 5 destinations, first come, first serve)