

Oregon Outdoor Recreation Summit

In Partnership with the Oregon Trails Summit

October 17–23, 2021

Oct. 17-23, 2021

Because outdoor recreation and access to nature are more important than ever.

The 2021 Oregon Outdoor Recreation Summit brings together two of Oregon's premier outdoor recreation events: the Oregon Outdoor Recreation Summit and Oregon Trails Summit. The 2021 Summit combines a high-impact, statewide virtual programming series with local, in-person, outdoor networking, stewardship, and education components. Through its combined programming, the Summit will convene Oregon's diverse outdoor community to learn, build relationships and find solutions to the challenges in developing and elevating outdoor recreation opportunities for all.

The last year has been challenging, and more Oregonians than ever have turned to the outdoors for recreation, fitness, solace, and health. The combination of COVID-19, wildfires, and other major events has impacted us all, and has had disproportionate health, economic, and social impacts on communities of color, older adults, and people with disabilities. Public agencies, businesses, and nonprofits are working with constrained resources to focus on what's most important. As we move toward recovery, we must collaborate to systematically erase the existing disparities in health, safety, mobility, and economic prosperity in our communities and in the outdoor sector.

With your support, the Summit will accelerate efforts to:

- successfully tackle the issues of the day like sustainable and equitable recovery from wildfires and COVID
- Connect Oregonians of all backgrounds and abilities to the outdoors.
- Build a culture of environmental stewardship, cultural celebration, and health through outdoor recreation.
- Provide an off-street network for traveling within and between Oregon communities.
- Prepare to once again attract a wide range of visitors that contribute to Oregon's urban and rural economies.
- Support sustainable entrepreneurship and a thriving and inclusive outdoor recreation economy as a critical economic recovery strategy for Oregon.

Hosting Organizations



EVENT OVERVIEW:

The 2021 Summit will be a statewide, virtual event supplemented by regional in-person outdoor stewardship events, in-field learning opportunities, and outdoor networking happy hours (as public health guidance allows).

This year's virtual programming will allow a broad cross section of Oregon's outdoor recreation community to come together. Virtual programming will consist of keynote speaker and plenary sessions, a virtual celebration of the 50th Anniversary of Oregon's Recreational Trails System Act, a virtual film screening watch party, educational webinars, and online community forums.

AUDIENCE:

We expect 400 individuals to tune into virtual programming over the course of the 2021 Summit, including:

- recreation professionals including guides and outfitters, retail and manufacturing companies, recreation and trail planners and builders
- outdoor recreation and education program providers including those serving youth and diverse communities
- travel and tourism and community development professionals
- land managers, natural resource scientists, and public agency staff
- policy makers, advocates, community leaders and influencers, visionaries, and philanthropic partners
- conservation and stewardship professionals and volunteers
- researchers and practitioners working at the intersections of outdoor recreation and health, education, economics, conservation and restoration
- students and early-career professionals exploring opportunities in outdoor recreation

PRELIMINARY SUMMIT AGENDA

Sunday, Oct. 17: Local stewardship events and/or in-field learning events aimed at volunteers throughout the state

Monday, Oct. 19: Possible morning local field learning, tours, or mobile workshops

2:00-3:30: Opening Plenary

4:00-5:15: 50th Anniversary of Oregon Recreational Trails System Act

Celebration: Awards and Project Updates

Tuesday, Oct. 19: 9-10:30; 10:45-12:15: Breakout Sessions

1:30-3:00; 3:30-5:00: Plenary Sessions

Wednesday, Oct. 19: 9:00-12:00 Breakout sessions (length flexible: 60 min- 2.5 hours)

7:00-9:00: Virtual Outdoor Film Night

Wednesday, Oct. 20-Friday Oct. 22: Possible local field tours, in-field trainings, and outdoor happy hours. Possible extended virtual training sessions.

Saturday, Oct. 23: Possible stewardship events and/or in-field learning events aimed at volunteers throughout the state

BENEFITS OF PARTNERING*

- Demonstrate your leadership among peers for the cause of advancing outdoor recreation in Oregon.
- Build brand awareness among outdoor recreation leaders and influencers.
- Strengthen existing and build new partnerships among approximately 400 attendees who are passionate about a thriving outdoor recreation network in Oregon.
- Project your organization's name and logo on the summit website, communications, and during virtual events
- Share a custom slide and/or brief video message with virtual Summit attendees.
- Deliver your message directly to outdoor recreation leaders before and/or after the summit through targeted attendee communications

*Sponsor benefits vary depending on partnership level (see table)

REGISTRATION, SCHOLARSHIPS, AND ACCESS

Online-Only Summit Registration:

\$75 Agency or Large Business Professional

\$35 Non-profit, Small Business, Student, Volunteer

\$10 Film Night Only Suggested Donation

\$0 No-Cost Barrier Option

Local In-person events may or may not have additional associated costs.

The producers of the Oregon Outdoor Recreation Summit recognize that financial costs are a barrier for some to participate. With strong sponsors like you, we are committing to providing:

- Access to all online Summit programming on optional payment basis
- Free continuing education credits for approved sessions for those living and/or working in Oregon regardless of payment level
- Limited scholarships for local, field workshops with additional costs



SUMMIT SPONSORSHIP LEVELS & BENEFITS

BENEFITS OF SPONSORSHIP	\$15,000	\$10,000	\$5000	\$2500	\$1200	\$600
Recognition as a lead sponsor of full Summit	♥					
Opportunity for opening remarks or welcome video of up to 5 minutes at one of our virtual plenary sessions	♥	♥				
Opportunity to share two-minute video or introduce a specific session			♥			
Presenting sponsor opportunities for specific statewide plenary session	♥	♥	♥			
Logo included in Summit email communications	♥	♥	♥	♥		
Presenting sponsor of one statewide webinar or local in-person event	♥	♥	♥	♥	♥	
Logo on Summit Registration Site	♥	♥	♥	♥	♥	♥
Logo in online program	♥	♥	♥	♥	♥	♥
Promo code for unlimited complimentary virtual Summit registrations for employees	♥	♥	♥	♥	♥	
Promo code for up to eight complimentary virtual Summit registrations for employees						♥
SPONSORSHIP LEVELS	\$15,000	\$10,000	\$5000	\$2500	\$1200	\$600

FOR MORE INFORMATION, CONTACT:

Steph Noll, Oregon Trails Coalition Director: steph.noll@oregontrailscoalition.org | 503.290.4569