



THE
BIG
DAY IN
THE DIRT
2025



The Trail
Conservancy



ABOUT THE EVENT

It's time to get your hands dirty! Promote team building, volunteerism, and sustainability within your organization by joining The Trail Conservancy and your fellow corporations on **Friday, December 5, 2025 from 9 a.m. - 12:00 p.m.** for *The BIG Day in the Dirt* to help kick off planting season on the Trail!

Festival season can be hard on the Trail, and we need your team's help removing left-behind litter, preparing our soil for freezing temperatures, and planting the native species that help our ecosystem thrive. TTC's expert staff will lead the day's efforts, providing all necessary tools, equipment, and guidance for a successful and impactful experience. Your sponsorship will help cover the cost of plants, supplies, and maintenance, ensuring the park is restored and ready for the season ahead.

Enhance environmental stewardship and foster a sense of community and shared purpose among your team with this meaningful day.

MAKE AN IMPACT



The Butler Hike-and-Bike Trail has 5 million+ visits to the Trail every year.



TTC volunteers helped remove over 17,000 lbs of trash along the Trail and Lady Bird Lake in 2024.



TTC maintains and cares for the 10 miles of Trail and 300 acres of park land for the benefit of all.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$15,000

Sponsor benefits include:

- Logo Inclusion: Your logo will be prominently featured on The BIG Day in the Dirt landing page, temporary signage during the volunteer day (alongside participating corporations' logos), and in printed and digital marketing materials.
- Employee Participation: Bring your employees to participate in The BIG Day in the Dirt on the Trail, alongside other community members who share a passion for environmental stewardship. Up to 50 employees for the Presenting Sponsor.
- Complimentary Volunteer Experience: This sponsorship includes a complimentary Day in the Dirt volunteer experience for your firm, allowing your team to contribute to environmental conservation efforts through the year.
- Plant it Forward invitation: Receive an invitation to TTC's annual Plant it Forward volunteer event, an exclusive opportunity reserved for leading sponsors.

PLANTING SPONSOR \$5,000

Sponsor benefits include:

- Logo Inclusion: Your logo will be featured on The BIG Day in the Dirt landing page, temporary signage during the volunteer day (alongside participating corporations' logos), and in printed and digital marketing materials.
- Employee Participation: Bring your employees to participate in The BIG Day in the Dirt on the Trail, alongside other community members who share a passion for environmental stewardship. Up to 25 employees for the Community Sponsor.
- Complimentary Volunteer Experience: Two for one! This sponsorship includes a complimentary volunteer experience exclusively for your organization on another available date of your choice.

PARTICIPATING SPONSOR \$3,000

Sponsor benefits include:

- Logo Inclusion: Your logo will be featured on The BIG Day in the Dirt landing page, temporary signage during the volunteer day (alongside participating corporations' logos), and in printed and digital marketing materials.
- Employee Participation: Bring your employees to participate in The BIG Day in the Dirt on the Trail, alongside other community members who share a passion for environmental stewardship. Up to 15 employees for the Participating Sponsor.

CONTACT

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