

October 22-24, 2026
Ashland | Southern Oregon

Oregon Outdoor Recreation Summit

In Partnership with the 10th Year of the Oregon Trails Summit

**Sponsor & Partnership
Opportunities**

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

Photo: Shannon Theall





SUMMIT OVERVIEW

The 2026 Oregon Outdoor Recreation Summit continues to bring together two of Oregon's premier outdoor recreation events: the Oregon Outdoor Recreation Summit and Oregon Trails Summit, now in its 10th year! The 2026 summit combines fun and high-impact in-person networking opportunities with conference programming on the important issues of the day, educational content, trails stewardship work parties, and in-field tours and workshops. 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.

Recent years have been challenging, and more Oregonians than ever have turned to the outdoors for recreation, fitness, solace, and health. 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.

SUMMIT OVERVIEW:

The 2026 summit will primarily take place **Thursday - Saturday, October 22-24th**, at the Ashland Hills Event Center and surrounding areas in Southern Oregon. Summit participants will learn from partners from all over Oregon and beyond while also enjoying experiences unique to the Southern Oregon region.



Photo: Kamrin Nielsen

With your support, the summit will accelerate efforts around:

- **Access & Reconnection to Nature:** increasing access to the outdoors close to home and in Oregon's iconic landscapes, addressing barriers to access and fostering community resilience, enhancing physical and mental health outcomes for all Oregonians, and deepening understanding and respect for the ecosystems that sustain us.
- **Sustainable Recreation:** environmentally responsible recreation, sustainable trails development; destination stewardship, planning, and management that promotes conservation, adapts to climate change impacts, and ensures long-term sustainability, Treaty Rights, and cultural respect.
- **Economic Prosperity:** fostering strong local and statewide outdoor recreation and tourism economies, creating jobs, strengthening career pathways, supporting local businesses, and promoting equitable economic opportunities within Oregon's outdoor recreation sector.
- **Creativity & Innovation:** cultivating cross-sector partnerships, resilience, and agile problem-solving, fresh and creative approaches to meet an ever-changing landscape.

Who will be in attendance?

- Recreation professionals, including guides, outfitters, retailers, manufacturers, planners, and builders
- Outdoor recreation education program providers, including those serving youth and diverse communities
- Travel, tourism, and community development professionals
- Land and waterway managers, natural resource scientists, and public agency staff
- Policymakers, advocates, community leaders, visionaries, philanthropic partners, and influencers
- Conservation and stewardship professionals
- Nonprofits, community groups, and volunteers
- Researchers and practitioners working at the intersections of outdoor recreation and health, education, economics, conservation, and restoration
- Students and early-career professionals
- Representatives from a wide range of recreation users and landscapes

What happens at the summit?

The Oregon Outdoor Recreation Summit shapes the future of outdoor recreation in Oregon by bringing our communities together for two-plus days of networking, discovery, and sharing best practices. The summit will include keynote and plenary sessions, educational panels, presentations, technical workshops, and strategic sessions designed to activate partners to advance our shared efforts. But that's not all – the summit will also feature an opening-night party and other activities designed to support networking and help attendees meet new people. We will also promote stewardship, community engagement, and outdoor recreation throughout the Southern Oregon region.

SUMMIT OUTCOMES:

- Attendees will build relationships, build energy, find common ground, learn from, and inspire each other.
- Attendees will shape shared goals to be carried out by further collaboration through the Oregon Trails Coalition and other networks.

BENEFITS OF PARTNERING*

- Demonstrate your leadership among peers to advance outdoor recreation in Oregon.
- Build brand awareness among outdoor recreation leaders and influencers.
- Strengthen existing and build new partnerships among an estimated 300 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 the event.
- Share a custom message with summit attendees.
- Connect with summit attendees directly at a sponsor table or throughout the event.
- 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)

SUMMIT PROMOTION

The summit save-the-date website will go live in mid-April; a save-the-date email and social media marketing will ensue. Attendee registration will open on August 1, accompanied by elevated marketing. All sponsors will be added to the website on a rolling basis. Eligible-level sponsors will be added to emails and on site banners and print collateral if secured by print deadlines.

REGISTRATION, SCHOLARSHIPS & ACCESS

Full Summit Professional

Early Bird: \$350 | Standard: \$400 | Presenter: \$325

Full Summit Volunteer/Student/Small Org.

Early Bird: \$250 | Standard: \$300 | Presenter: \$225

One-Day Only Professional: \$225

One-Day Only Volunteer/Student: \$155

Sponsors who have complimentary summit passes as part of their partnership package will receive instructions on how to register using a specific code via a partnership confirmation email.

Scholarships, Access, & Inclusion:

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

- At least 20 full scholarships for the summit in addition to partial scholarships and limited travel cost stipends, complementary rooms, and no-cost shuttle service.
- A lower registration cost for volunteers, students, small businesses, and community organizations.
- Continued work by the Summit Steering Committee to ensure that all aspects of the summit embody our Values and Principles for an Inclusive Event.

PRELIMINARY SUMMIT AGENDA

Note: Some of this information may change as the summit agenda is finalized. Please check the online summit agenda for the most updated information.



Photo: Jak Wonderly

WHO TO CONTACT

For Sponsor & General Summit Information:

Chelsea Taylor
Events and Programs Manager
chelsea@oregontrailscoalition.org
312-731-6238

Thursday, October 22nd: Oregon Outdoor Recreation Summit

- | | |
|-----------------|---|
| 8:30am-11:30am | Field Workshops, Tours |
| 9:30am-11:30am | Conference Check-In |
| 10:00am-11:30pm | Oregon Trails Coalition Annual Meeting |
| 11:30pm-1:30pm | Networking Lunch, Welcome & Opening Keynote |
| 1:45pm-4:30pm | Breakout Sessions, Networking |
| 4:40pm-5:30pm | Closing Plenary Session |
| 6:30pm - Late | Networking Dinner and Party |

Friday, October 23rd: Technical Sessions, Workshops

- | | |
|----------------|---|
| 7:45am-9am | Continental Breakfast |
| 8:30am-9:30am | Welcome & Oregon Outdoor Recreation, Community Updates, Plenary |
| 9:45am-12:15pm | Breakout Sessions, Open Office Hours, Exhibitor Breaks |
| 2:15pm-1:00pm | Networking Lunch |
| 1:15pm-3:30pm | Breakout Sessions, Workshops |
| 3:30pm-5:00pm | Closing Reception |

Saturday, October 24th: Field Day

- | | |
|---------|--|
| 9am-3pm | Local trail stewardship events, in-field learning, & off-site community events |
|---------|--|

SUMMIT SPONSORSHIP LEVELS & BENEFITS

BENEFITS OF SPONSORSHIP	\$15,000	\$10,000	\$5000	\$2500	\$1200	\$600	Exhibitor
Recognition as a lead sponsor of full Summit	X						
Opportunity for opening remarks or welcome video of up to 5 minutes at one of our plenary sessions	X	X					
Opportunity to share two-minute video or introduce a specific session			X				
Exclusive presenting sponsor opportunities for specific plenary session, meal, or networking event	X	X					
Exclusive presenting sponsor opportunities for networking break			X				
Logo included in summit email communications	X	X	X	X			
Banner or information table space on-site at the summit	X	X	X	X	X		X
Logo on summit registration site	X	X	X	X	X	X	
Logo on on-site banners and plenary slides	X	X	X	X	X		
Complimentary Full Summit Passes for employees or community partners	5	4	3	2	1		1



Photo: Rob Kerr/C2 Consulting

Exhibitor Booth Rate: \$600

- Each booth comes w/ one full conference registration
- WIFI, six-eight foot skirted table and chair.
- Receive final attendee list after the conference (if permission provided by attendees).
- Booth space can accommodate a few regular sized pop-up banners behind your table or in place of your table.
- Option to purchase additional booth spaces next to each other may be available.
- Exhibit booth is limited to a 10' x 10' space.

WE'RE HAPPY TO CUSTOMIZE A PACKAGE TO MEET YOUR GOALS.

Have an idea that you don't see here? We welcome new and creative ways to showcase your organization as a summit partner that make the most sense for your budget and marketing goals. We welcome the opportunity to tailor a sponsorship opportunity around a specific speaker, networking event, or other aspect of the summit. Let's talk.



JUSTIN WEERS PHOTOGRAPHY

Photo: Jak Wonderly