

# Oregon Outdoor Recreation Summit

In Partnership with the Oregon Trails Summit

## Sponsor & Partnership Opportunities

October 27–29, 2022  
Mt. Hood Oregon Resort  
& Surrounding Area, Wy'East

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





## SUMMIT OVERVIEW

The 2022 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. The 2022 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. 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.

### SUMMIT OVERVIEW:

The 2022 summit will primarily take place Thursday-Saturday, October 27th-29th, at Mt. Hood Oregon Resort and surrounding areas on the west side of Mt. Hood, Wy'East, traditional lands of the Confederated Tribes of Warm Springs and other indigenous bands. We anticipate sharing aspects of the Summit with a virtual audience as well as offering trail stewardship and in-person networking opportunities around the state.

## With your support, the summit will accelerate efforts to:

- Connect Oregonians of all backgrounds and abilities to the outdoors and increase health equity
- Aid in recovery of Oregon communities through outdoor recreation partnerships
- Address the impacts of climate change on outdoor recreation and build climate resilience
- Build a culture of environmental and cultural stewardship and healthy recreation
- Provide an off-street network of trails for recreating and traveling within and between Oregon communities
- Attract a wide range of visitors that contribute to Oregon's urban and rural economies
- Support sustainable entrepreneurship and a thriving outdoor recreation economy that reduces economic disparities

## Who will be in attendance?

We expect more than 300 individuals to participate in the 2022 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



## 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 a fun opening night party and other activities designed to support networking and meeting new people. We will also promote stewardship, community engagement, and outdoor recreation throughout the Mt. Hood area.

## 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, such as through the Oregon Office of Outdoor Recreation and the Oregon Trails Coalition.

## 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 more than 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 live and virtual events.
- 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

**Summit website:** [oregonoutdoorsummit.com](https://oregonoutdoorsummit.com)

The summit save-the-date website will go live in mid-March; a save-the-date email and social media marketing will ensue. Attendee registration will open on July 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, AND ACCESS

### Full Summit Professional

Early Bird: \$295 | Regular: \$330

### Full Summit Volunteer/Student

Early Bird: \$195 | Standard: \$215

**One-Day Only Professional:** \$185

**One-Day Only Volunteer/Student:** \$125

**Online Only:** Free, opportunity to make a donation

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, and Inclusion

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:

- 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, and community organizations.
- Access to all online summit programming on optional donation basis.
- Free continuing education credits for approved sessions for those living and/or working in Oregon regardless of payment level.
- Continued work by the Summit Steering Committee to ensure that all aspects of the summit embody our *Values and Principles for an Inclusive Event*.

HOTEL RESERVATIONS

Mt. Hood Oregon Resort

Rooms & Rates

Standard room rates are priced at government per diem rate of \$115. All rooms are subject to tax and a \$15/night resort fee.

Find out more information about the Mt. Hood Oregon Resort at [mthood-resort.com](http://mthood-resort.com).

Book your room before October 1st by calling the resort at 1.800.733.0800 or 503.622.3101 and ask for the 2022 Oregon Outdoor Recreation Summit rate.

WHO TO CONTACT

For Sponsor and General Summit Information

Steph Noll, Oregon Trails Coalition Director  
503.290.4569 | [steph.noll@oregontrailscoalition.org](mailto:steph.noll@oregontrailscoalition.org)



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.

Thursday, October 27:  
Oregon Outdoor Recreation Summit

8:30am-11:30am	Field Workshops, Tours, Group Hikes
10:30am-12pm	Conference Check-In, Coffee service
12pm-1:45pm	Networking Lunch, Welcome, and Opening Keynote
1:45pm-4:30pm	Breakout Sessions and Networking Breaks
4:45pm-5:35pm	Closing Plenary Session
Evening	Off-site Networking Party

Friday, October 28th: Technical Sessions, Workshops, and Oregon Trails Summit

8am-9am	Networking Continental Breakfast Served in Ballroom
8:30am-9:30am	Welcome and Oregon Outdoor Recreation Community Updates Plenary
9:30am-12:20pm	Breakout Sessions, Workshops, and Networking Breaks
12:20pm-1:45pm	Networking Lunch followed by Oregon Trails Coalition Annual Meeting
2pm-4:30pm	Breakout Sessions, Workshops, and Summit Closing Reception: Outdoor games and refreshments

Saturday, Oct. 29th: Field Day

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

## 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 plenary sessions	✓	✓				
Opportunity to share two-minute video or introduce a specific session			✓			
Exclusive presenting sponsor opportunities for specific plenary session, meal, or networking event	✓	✓				
Exclusive presenting sponsor opportunities for networking break			✓			
Logo included in summit email communications	✓	✓	✓	✓		
Banner or information table space on site at summit	✓	✓	✓	✓	✓	
Logo on summit registration site	✓	✓	✓	✓	✓	✓
Logo in online program	✓	✓	✓	✓	✓	✓
Complimentary Full Summit Passes for employees or community partners	5	4	3	2	1	

## 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 in a way that makes 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.



## FOR MORE INFORMATION, CONTACT:

Steph Noll, Oregon Trails Coalition Director  
[steph.noll@oregontrailscoalition.org](mailto:steph.noll@oregontrailscoalition.org) | 503.290.4569

