



Florida Trail Association

COMMERCIAL MEMBERSHIP



Join us in support of more than 2,000 miles of hiking trails in Florida, including Florida's *own* National Scenic Trail, a 1,400-mile linear hiking corridor from the Everglades to Pensacola: the **Florida Trail**.





A PLACE TO HIKE IN FLORIDA

The idea was that simple. In the early 1960s, Miami resident Jim Kern returned from a backpacking trip on the Appalachian Trail with a burning desire to provide the same sort of experience much closer to home. Founded in 1964, the Florida Trail Association was the rallying point for like-minded outdoors enthusiasts to start working with public land managers statewide to design a trail corridor that would link Florida’s public lands from one end of the state to the other.

By doing so, those early Florida Trail volunteers began to shape a statewide hiking trail system, building backpacking loops in major state parks while consistently working towards the goal of a trail in a protected wilderness corridor the length of the state. In 1983, the United States Congress designated the Florida Trail as one of only eight



National Scenic Trails, and assigned the USDA Forest Service as its federal manager. Members of the Florida Trail Association continue to build and maintain the trail, along with more than 400 miles of additional hiking trails on public lands, while working with the USDA Forest Service to meet mutually agreed upon goals for land acquisition, trail construction, training, education and outreach, and customer service.

The Florida Trail is one of only two National Scenic Trails entirely contained within a single state, and is

more than half the length of the Appalachian Trail. Eighteen local Florida Trail Association chapters work cooperatively from Miami to Pensacola to keep the trail maintained for public use, from mowing overgrown sections to constructing bridges, boardwalks, trailheads, and backcountry campsites.



Hiking in Florida is unlike hiking elsewhere in the United States. Florida’s climate enables us to have a prime hiking season flip-flopped from the rest of the country: October through April. Our extreme biodiversity means hikers experience more than 80 different habitats while exploring natural Florida.



A BENEFIT FOR FLORIDIANS AND VISITORS ALIKE

Florida Trail volunteers provide more than \$1 million dollars of in-kind labor on public lands in Florida each year. Our partnership with the USDA Forest Service and land management agencies throughout the state enables us to build infrastructure on Florida’s public lands and to assist in land acquisition projects. Preferred routing for the Florida Trail adds value to Florida Forever applications. Our outreach and education programs encourage Floridians and visitors alike to experience their public lands and to explore Florida Trail Gateway Communities along and near the Florida Trail while learning to appreciate and conserve Florida’s natural resources.

FLORIDA TRAIL ASSOCIATION COMMERCIAL MEMBERSHIP

By supporting the goals and mission of the Florida Trail Association, Florida Trail Association Commercial Members support us in our efforts to protect, preserve, and promote the Florida Trail; the recreational and health benefits that it provides local communities, land management agencies, and individual outdoors enthusiasts; and the nature-based tourism opportunities provided by this network of volunteer-maintained trails to communities and regions.



Commercial Memberships are open to businesses whose products or services align with our mission and would be of interest to our membership. Many of our Commercial Members serve the Florida Trail Association with their support and by distributing Florida Trail Association brochures and outreach materials through their businesses.

Commercial Member Annual Dues

All levels include basic membership benefits plus

\$1,000

A directory listing on our website with thumbnail logo or image and link to your website; 20% discount on advertising in the Florida Trail *Footprint*; and free vendor space at FTA's Florida Hiking Festival / Annual Conference.

\$500

A directory listing on our website with thumbnail logo or image and link to your website; and a 15% discount on advertising in the Florida Trail *Footprint*; vendor space at FTA's Florida Hiking Festival / Annual Conference at a reduced rate.

\$250

A 10% discount on advertising in the Florida Trail *Footprint*; vendor space at FTA's Florida Hiking Festival / Annual Conference at a reduced rate.

BASIC MEMBERSHIP BENEFITS

Copies of the Florida Trail *Footprint*, the state's premiere magazine for Florida hikers upon request

A listing and link to your organization's website from floridatrail.org/supporting

An annual listing in the Florida Trail *Footprint*

Vendor space (subject to space limitations) at Florida Trail special events for free or reduced rates, providing an opportunity for you to display your products or services, catalogs and brochures

A membership kit with materials to help you spread the word about the Florida Trail, including a decal, brochures, outreach materials, and more.

NOTE: Your Commercial Membership does not entitle the use of the Florida Trail Association name or logo without prior written consent from us. Commercial Membership does not include voting privileges or hike permit cards required to access Florida Trail segments that cross private property. The Florida Trail Association does not endorse or recommend a Commercial Member's products or services, but provides information about them as a service to our general membership and other Commercial Members.

The Florida Trail Association is a registered 501(c)3 nonprofit organization in the state of Florida.
Learn more about us online at

www.floridatrail.org



JOIN US!

Support Florida's *own* National Scenic Trail by supporting the **Florida Trail Association** and our statewide network of volunteers providing outdoor recreation opportunities and experiences for residents and visitors alike!



Florida Trail Association

5415 SW 13th St
Gainesville, FL 32608

877-HIKE-FLA
membership@floridatrail.org

FLORIDA TRAIL COMMERCIAL MEMBERSHIP

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|-----------------------------|------------|
| ORGANIZATION | |
| CONTACT NAME / TITLE | |
| CONTACT E-MAIL | |
| ADDRESS | |
| | |
| TELEPHONE | FAX |
| WEBSITE | |

DIRECTORY INFORMATION

PRODUCTS OR SERVICES PROVIDED BY YOUR BUSINESS

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| ANNUAL MEMBERSHIP LEVEL | \$1,000 | \$500 | \$250 |
| PAYMENT BY | CHECK | CREDIT CARD | |
| Make checks payable to FLORIDA TRAIL ASSOCIATION | | | New Renew |
| CREDIT CARD INFORMATION | VISA | MC | AMEX DISC |
| CREDIT CARD # | EXPIRATION | | |
| NAME ON CARD | | | |
| BILLING ADDRESS | | | |
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Please fax this form to 352-378-4550 or send to the above address.