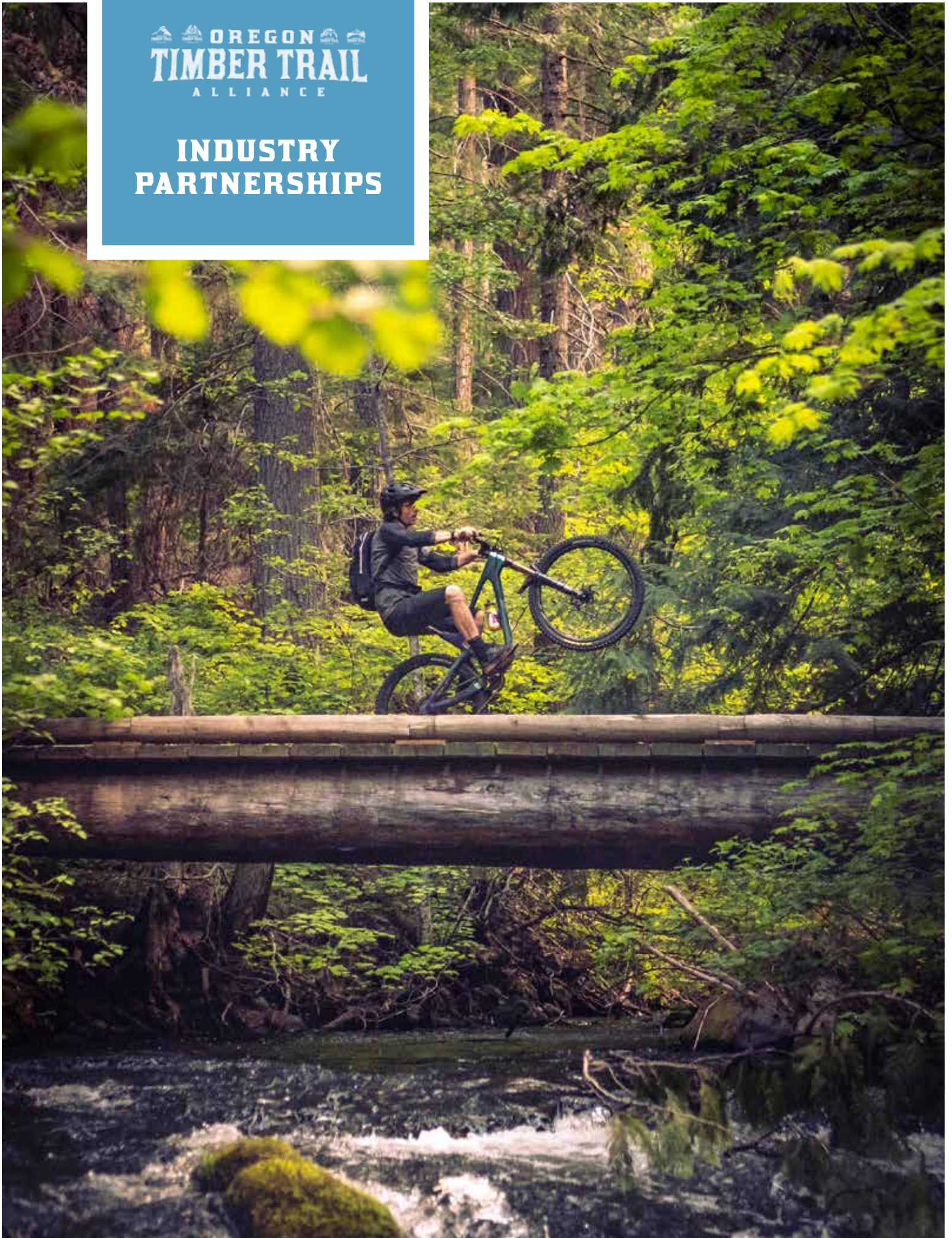


OREGON  
TIMBER TRAIL  
ALLIANCE

INDUSTRY  
PARTNERSHIPS





The Oregon Timber Trail Alliance is dedicated to stewardship, education, community, and quality trail experiences throughout the Oregon Timber Trail corridor.

**Conceived in 2015, the Oregon Timber Trail links Oregon's communities and backcountry landscapes through profound mountain biking experiences.** We know that challenging and inspiring outdoor recreation is a great vector for personal growth and wellbeing, as well as an enormous driver for the struggling economies of Oregon's rural communities. We strive to make these experiences accessible to everyone and are proud to welcome riders from all over the world and all walks of life.

We formed the Oregon Timber Trail Alliance (OTTA) in March of 2017 to not only nourish excellent trail experiences, but to impact communities, ecologies, and Oregonians in the most positive means possible.

Along this journey, the OTTA has worked tirelessly to build a strong foundation of trust and regard from public land partners, regional tourism stakeholders, advocacy groups, and trail organizations throughout the state. We've provided inspiration for thousands of neighbors and international travelers alike.

*We hope you'll join us on this journey.*

# VISION



## WORLDWIDE MEDIA COVERAGE



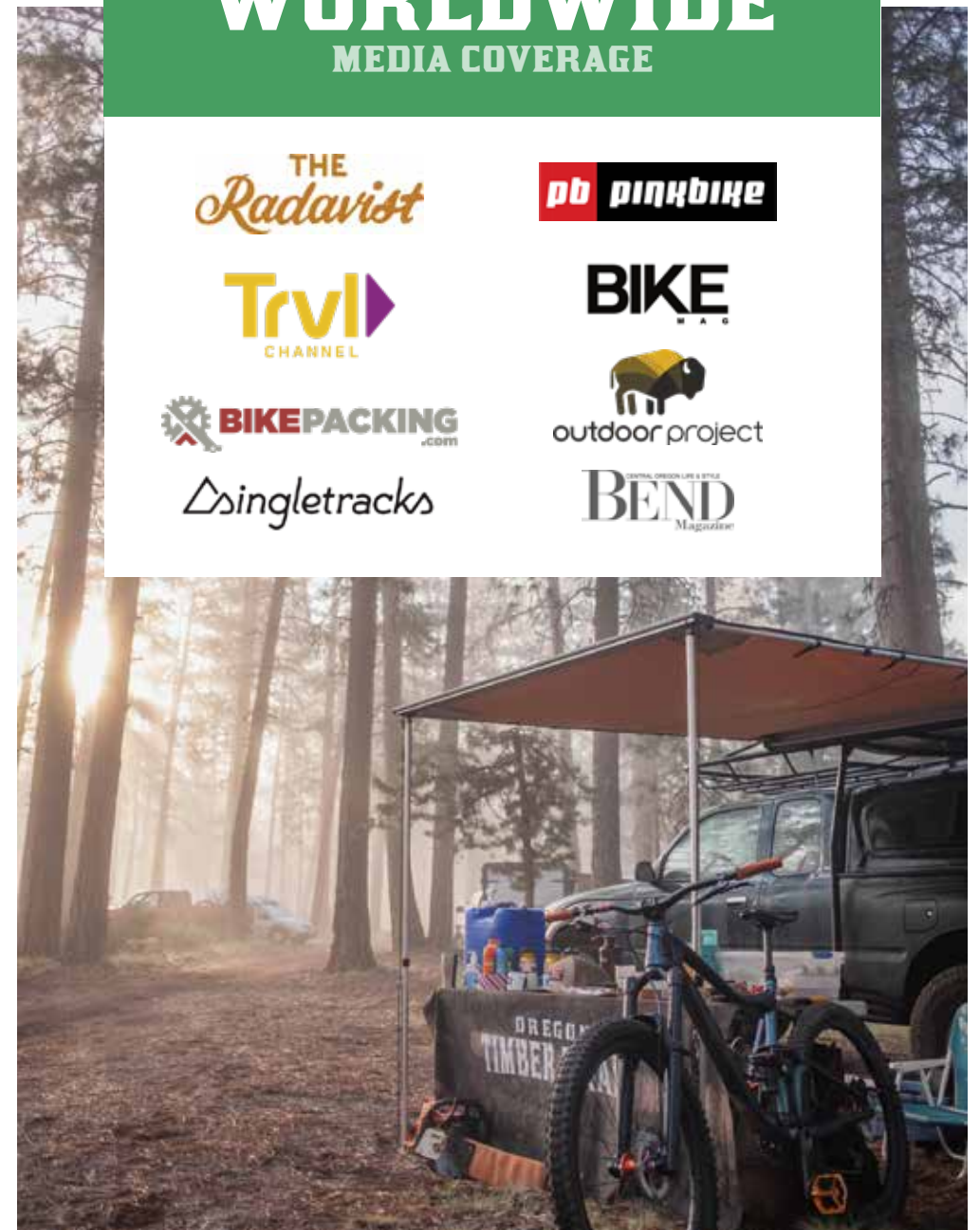
**80,000  
PAGEVIEWS  
EVERY YEAR**



**3,200  
ROUTE GUIDE  
DOWNLOADS**



**14,700  
SOCIAL MEDIA  
FOLLOWERS**





# STEWARDSHIP 1

# EDUCATION 2

# COMMUNITY 3

# EXPERIENCE 4

Throughout our programs we foster respect and a collective stewardship ethos for Oregon's diverse public lands and recreation resources. The OTTA has partnered with the US Forest Service and dozens of nonprofit organizations across the state to identify areas of need and coordinate maintenance for over 400 miles of singletrack trail.

- OTTA volunteers have logged over **14,000 hours** since 2017, valued at **\$400,000**
- Restored all **130 miles** of the Fremont National Recreation Trail from a severely neglected state
- Spearheaded a multi-year effort to **enhance and restore the Bunchgrass Ridge** trail—an area with a high historic, indigenous, and ecological value
- Officially adopted the treasured **Waldo Lake trail** and the remote Lemish-Charlton loop
- Helped unearth one of the most treasured trail riding areas in the state—the **Old Cascade Crest**—and continue enhancement efforts with a successful Title II grant
- Received a \$150,000 Recreational Trails Program grant to **rehabilitate 16 miles of the Fremont National Recreation Trail** after the devastating 2018 Watson Fire

The OTTA has established its legacy as a proactive and effective trail stewardship leader, and will continue to enhance its maintenance and volunteer programs by folding in elements of education, history and community engagement.



Education is a key component to recreation—the OTTA has published an extensive route guide with lessons on area history, ecology, and communities. We've hosted basic skills classes and developed our Sawyer Certification and Backcountry Builder programs to create a skilled volunteer labor force. A holistic approach to user, volunteer, and community education is integral to our success in the OTTA's other areas of focus.

- Hosted a series of sold-out **Sawyer (chainsaw) Certification courses** resulting in over 50 new certified volunteers who in turn cleared thousands of fallen trees off trails on our public lands
- Integrated a **First Aid & CPR certification course** with our Sawyer program to ensure volunteers had the appropriate skills to manage life-threatening injuries in the field
- Coordinated **sold-out skills courses** on bike camping 101, backcountry navigation, and camp cooking
- In partnership with the Willamette National Forest developed a **Backcountry Builder course** to train volunteers on trail building techniques for upcoming volunteer events

With continued outreach and education the OTTA will grow our community of responsible trail users and stewards for generations to come.



The communities that the OTT travels through are key to its transformational experiences, and the community of riders and volunteers creates a sense of belonging and camaraderie. Cycle tourism brings \$400 million into Oregon's economy each year, and the Oregon Timber Trail is an integral part of our Gateway Communities' tourism economy.

- Hosted a series of educational and inspiring **film nights** to grow our community of riders in the off season
- Partnered with **Springwater Environmental School students** to educate about the natural and cultural history along the OTT and published the resulting student research findings in the OTT route guide
- Teamed up with a **landscape architecture course** at the University of Oregon to develop a map and guide to the Willamette Tier
- Recipient of Central Oregon Visitor's Association and Travel Southern Oregon grants to implement our **Gateway Community program**, leveraging the communities' ability to provide services to trail users
- Helped the National Interscholastic Cycling Association (NICA) coordinate the first ever **NICA bike camping trip** on the Deschutes Tier

The OTTA strives to engage local communities across the state and invest in their health and future as public land stewards and recreationists.



The OTTA is focused on preserving and creating backcountry singletrack trail experiences along the OTT corridor. The backcountry cyclist is not only looking for a well-designed and well-maintained trail, but an unmolested landscape to travel through while experiencing diverse ecosystems and rich cultural history. Access, trail connectivity, conservation, and public land preservation are paramount to the sought experience of the OTT rider.

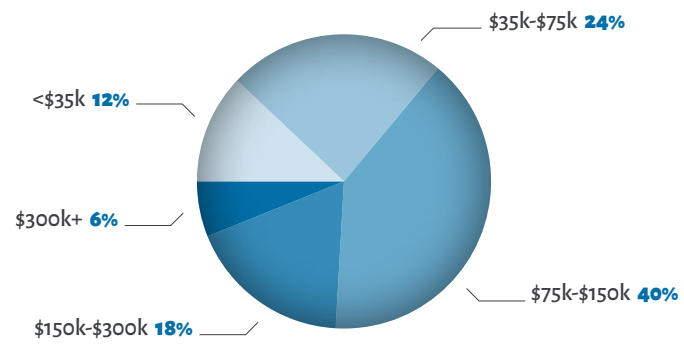
- Published an extensive **digital mapping resource and 90-page route guide** containing all the information needed for experiencing the OTT
- Has seen riders from **28 different countries** download the route guide
- **150,000 unique website visitors** and 350,000 pageviews
- "**2017 Best New Route - Odyssey**" from Bikepacking.com
- Published in over **50 media outlets** nationwide
- Created a guide to the "**10 Best Day Rides of the OTT**" in partnership with Travel Oregon
- Created Tier Loop program to provide **more accessible bikepacking experiences**
- Inspired thousands to explore Oregon's backcountry

The OTTA has an ambitious 70 miles of new trail planned by 2027, and someday will be an uninterrupted ribbon of trail navigating all the wonderful ecosystems, communities, and layers of Oregon's landscapes.

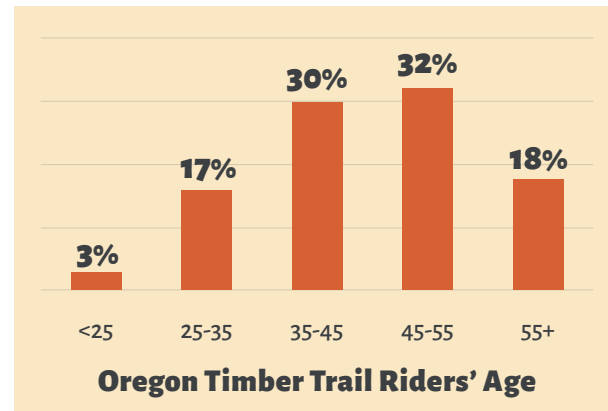




## DEMOGRAPHICS



Oregon Timber Trail Riders' Household Income



Oregon Timber Trail Riders' Age



Oregon Timber Trail Route Guide Downloads

## WHAT'S NEXT?



### TIER LOOPS

Continue expanding on the success of Timber Trail Tier Loops across the state and launch 6-8 new route offerings targeted at a broader segment of the mountain bike demographic.

Estimated cost: \$84,000

### GATEWAY COMMUNITIES

Rolling out a program of events and merchandise that celebrate the rural gateway communities that support the OTT.

Estimated cost: \$215,000

### CROSS THE CASCADES

Fugrass and the Vernal Divide—building two new subalpine trails that connect Oakridge to Waldo Lake and the North Umpqua Trail.

Estimated cost: \$140,000



### WATSON FIRE REHAB

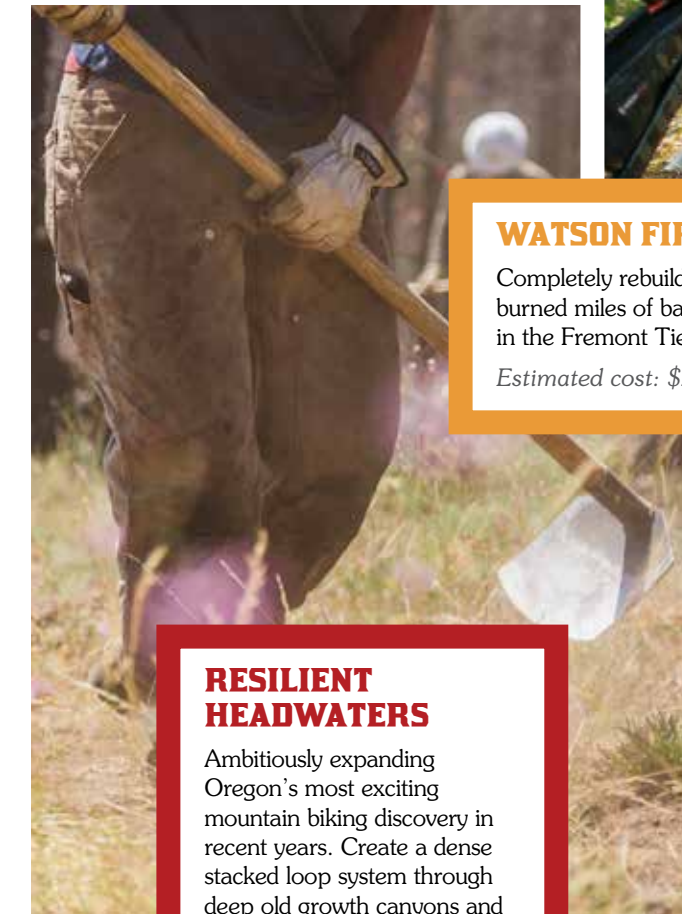
Completely rebuilding 16 severely burned miles of backcountry trail in the Fremont Tier

Estimated cost: \$250,000

### COX PASS

Eliminating a dangerous highway section with a stunningly scenic 14 mile loop trail system in the Fremont Tier.

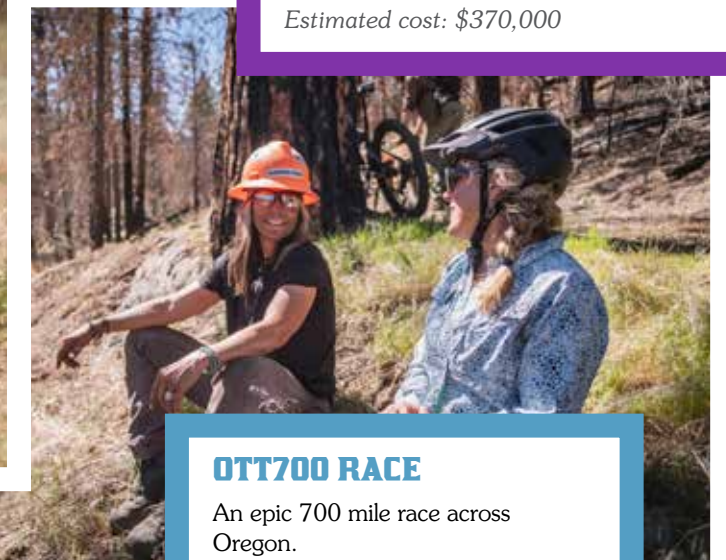
Estimated cost: \$370,000



### RESILIENT HEADWATERS

Ambitiously expanding Oregon's most exciting mountain biking discovery in recent years. Create a dense stacked loop system through deep old growth canyons and exposed ridge lines deep in the cascades.

Estimated cost: \$2.5 million



### OTT700 RACE

An epic 700 mile race across Oregon.

Estimated cost: \$120,000

FOUNDATIONAL

GOLD LEVEL

SILVER LEVEL

BRONZE LEVEL

\$10K/YR  
3 YEARS  
3 AVAIL

\$5,000  
5 AVAIL

\$2,000  
8 AVAIL

\$1,000

Logo & link on website

Logo and linkback on OTT route guide, webpages, and event pages. (appx 80,000 pageviews per year)

Mention on OTT social media posts

Recognition of support on all OTT social media posts. (14,700 followers, appx 1 post per week)

Logo & link on all OTT email newsletters

Logo and linkback in all OTT email newsletters. (3,700 subscribers, appx 20 emails per year)

Quarterly social media sponsor highlights

Dedicated social media post recognizing the support of your brand and how your service or product can benefit Oregon Timber Trail riders. (14,700 followers)

Signature sponsor of Stewardship Campout

Signature sponsorship of one of our popular weekend-long Stewardship Campouts in Oregon's backcountry. (Social/email/web recognition before, during, and after event)

Title Sponsor of OTT Events, 2021 - 2023

Claim your foundational role in sustaining the OTT. Seamlessly integrate your brand into the roll out of three signature events on the OTT—endurance race, community rendezvous, and stage race.



OREGON  
TIMBER TRAIL  
ALLIANCE

INDUSTRY  
PARTNERSHIPS





## Join us.

More and more people from all walks of life are turning to outdoor experiences for mental clarity & physical health, socializing & solitude, and exhilaration & education. We have created an inspirational recreation experience that draws mountain bikers from all over the world. Join us as we continue to build, maintain, and enhance Oregon's wonderful backcountry trails—and the community that cherishes them.

Thank you.

Oregon Timber Trail Alliance  
PO Box 6531  
Portland, OR 97228, USA

Company/Org \_\_\_\_\_

Web link \_\_\_\_\_

Your name \_\_\_\_\_

Your email \_\_\_\_\_

Your phone \_\_\_\_\_

Mailing address \_\_\_\_\_  
\_\_\_\_\_

Comments:

**\$10,000  
FOUNDATIONAL**

**\$5,000  
GOLD LEVEL**

**\$2,000  
SILVER LEVEL**

**\$1,000  
BRONZE LEVEL**

For more information contact our  
industry partners manager:

Christie Dobson  
partners@oregontimbertrail.org  
oregontimbertrail.org/partners



JOIN US