

2017 ANNUAL OUTINGS LEADERSHIP WORKSHOP

REACH INFLUENTIAL OUTDOOR OUTINGS LEADERS AT THEIR ANNUAL WORKSHOP.

Showcase, demo, and sample your products to 100 Sierra Club Outings Leaders from May 18-21, 2017 in Estes Park, CO. National Outings Leaders choose their destinations, as well as what gear and food to bring on their trips. They are also influential in the product decision-making of the trip participants. They lead trips all over the U.S., including backpacking, canoe/kayak, basecamp, hiking, beginner, families, and expert outings.

SPONSORSHIP DETAILS

- **WORKSHOP SPONSORSHIP:** From safety management and camping equipment to menu planning and product setup/repair, we can create a custom demo workshop that spotlights your product! *Sierra* invites your brand representative to demo your products to this exclusive group.
- **BOOTH DISPLAY:** *Sierra* will display your product and signage at a custom sponsored table.
- **CUSTOM GIVEAWAY/RAFFLE.**

Deadline: February 1, 2017

Program Fee: \$500-\$1,500

