



About the Maine Island Trail Association

The Maine Island Trail, America's first water trail, is a recreational waterway for small boaters consisting of "wild" islands off the coast of Maine. A directory of Trail sites is laid out in an [annual Maine Island Trail guidebook](#) and [mobile app](#) for MITA members. [Memberships](#) cost as little as \$25 (app only) or \$45 (guidebook and app). In more than 30 years, MITA has never owned island properties; instead, through simple handshake agreements with island-owning partners, MITA facilitates island access for responsible boating explorers. Today, the Trail consists of more than 230 wild islands and coastal mainland sites from Kittery to Cobscook Bay. Every year, hundreds of [volunteers](#) conduct island stewardship work to keep these magnificent spaces pristine and open for visitation.

Advantages of Business Partnership with the MITA

- ✓ Demonstrate your commitment **to keeping Maine's islands** beautiful and accessible for recreation
- ✓ Connect your business to one of **National Geographic's** "Top 50 U.S. Adventures" and to members of *the largest recreational boating organization in Maine*
- ✓ Promote and support island stewardship and recreational access to the wild islands of Maine

MITA by the numbers

- ✓ 6,500 annual members who are boaters, outdoor enthusiasts, and environmental advocates
- ✓ 118,000 annual visits to the MITA website
- ✓ 12,000+ social media followers
- ✓ 12,000+ e-news subscribers
- ✓ 6,000+ volunteer hours dedicated annually to island stewardship
- ✓ 350 attendees at [Splash!](#), MITA's boating season kick-off party, at East Coast Yacht Sales in Yarmouth

Business Partnership with the Maine Island Trail

1. Corporate Sponsorship

Corporate sponsors support MITA's efforts to keep the Trail pristine and accessible for its thousands of annual visitors.

SPONSORSHIP BENEFITS by LEVEL OF SUPPORT			
<u>Compass Sponsor</u> <u>(\$5,000+)</u>	<u>Anchor Sponsor</u> <u>(\$3,000-\$4,999)</u>	<u>Chart Sponsor</u> <u>(\$1,000-\$2,999)</u>	<u>Buoy Sponsor</u> <u>(\$500-\$999)</u>
<ul style="list-style-type: none"> ▪ Premium logo placement in 2019 Guidebook* ▪ Oral and written recognition at <i>Splash!</i> ▪ Premium logo placement in Summer 2019 newsletter ▪ Premium logo placement in one 2019 'e-blast' ▪ Premium logo placement on the sponsor page on MITA's website ▪ 10 complimentary memberships ▪ Unlimited discounted memberships (20% off) to share with employees and customers ▪ 10 tickets to <i>Splash!</i> ▪ Thanks and web link in MITA Mobile App ▪ Color poster recognizing your sponsorship for display at your business 	<ul style="list-style-type: none"> ▪ Name and logo placement in 2019 Guidebook* ▪ Written recognition at <i>Splash!</i> ▪ Logo in Summer 2019 newsletter ▪ Logo in one 2019 'e-blast' ▪ Logo on the sponsor page on MITA's website ▪ 7 complimentary memberships ▪ Unlimited discounted memberships (20% off) to share with employees and customers ▪ 7 tickets to <i>Splash!</i> ▪ Thanks and web link in MITA App ▪ Color poster recognizing your sponsorship for display at your business 	<ul style="list-style-type: none"> ▪ Name in 2019 Guidebook* ▪ Written recognition at <i>Splash!</i> ▪ Name in Summer 2019 newsletter ▪ Name in one 2019 'e-blast' ▪ Name on MITA website's sponsor page ▪ 5 complimentary memberships ▪ Unlimited discounted memberships (10% off) to share with employees and customers ▪ 5 tickets to <i>Splash!</i> ▪ Color poster recognizing your sponsorship for display at your business 	<ul style="list-style-type: none"> ▪ Name in 2019 Guidebook* ▪ Written recognition at <i>Splash!</i> ▪ Name in Summer 2019 newsletter ▪ Name in one 2019 'e-blast' ▪ Name on MITA website's sponsor page ▪ 2 complimentary memberships ▪ Unlimited discounted memberships (10% off) to share with employees and customers ▪ 2 tickets to <i>Splash!</i> ▪ Color poster recognizing your sponsorship for display at your business
<i>2018 Sponsors</i>			
<ul style="list-style-type: none"> ▪ L.L.Bean ▪ Rising Tide Brewing Co. 	<ul style="list-style-type: none"> ▪ WEX ▪ Maine Yacht Center 	<ul style="list-style-type: none"> ▪ F.L. Putnam ▪ LandVest ▪ Sabre Yachts ▪ SeaTow 	<ul style="list-style-type: none"> ▪ 14 businesses in 2018

*Sponsorship must be secured by guidebook print deadline of approximately 2/28/19.

2. Business Membership

Small businesses can support MITA at a lower level than sponsorships via a business membership. Business members receive complimentary memberships, a custom coupon code entitling your company to unlimited discounted memberships for employees and customers, and a color poster identifying your company as a supporter of the Maine Island Trail. Unlike sponsors, however, business members do not receive promotional consideration.

- ✓ **\$250 business member:** eight complimentary memberships, unlimited memberships at 20% off, color poster
- ✓ **\$100 business member:** three complimentary memberships, unlimited memberships at 10% off, color poster

3. Group Service Days

During the boating season (mid-May to mid-October), MITA regularly hosts corporate groups looking for a meaningful and fun way to do community service as a team. Ideal group size for most projects is 3-8 people, but MITA can work with the group to make sure the project is a good fit for their size and interests.

4. Auction Items

MITA's boating season kick-off party, *Splash!*, features a silent auction to benefit our programs. MITA seeks mission-relevant auction items that are unique, adventurous, and substantial.

5. Member Benefits

MITA has an extensive program in which businesses offer discounts directly to MITA members. MITA publicizes these benefits annually in our e-blasts, on our social media pages, and at events. In 2018, **42 companies** provided member benefits, including marinas, outfitters, manufacturers, and retail stores. For a complete list of current membership benefit providers, see www.mita.org/benefits.

6. In-kind Service Providers – Marine Industries and Retailers

With a fleet of eight boats and two tow vehicles to operate and maintain, MITA benefits from its relationship with several marine-related service providers. Additionally, retailers have offered in-kind gift cards for select MITA awardees and contest winners.

*Please contact MITA's Development Director to learn more or to explore alternative partnerships:
Jack Phillips - jack@mita.org or 207.761.8225.*