DONOR RECOGNITION

THE VINE TRAIL IS PLEASED TO OFFER MAJOR DONORS TO THE CAPITAL CAMPAIGN SEVERAL RECOGNITION OPPORTUNITIES.

THE DONOR "PYRAMID" – DONORS GROUPED INTO LEVELS

For purposes of recognition, donors are grouped into the following levels on the donor wall and website:

- $2,500,000 and Above
- $1,000,000 to 2,499,999
- $500,000 to 999,999
- $250,000 to 499,999
- $100,000 to 249,999
- $50,000 to 99,999
- $20,000 to 49,999
- $10,000 to 19,999
- $5,000 to 9,999

PLEDGES OVER $5,000 - DONOR WALL

Anyone who pledges $5,000 or more to the campaign will be honored on the donor wall of the Vine Trail. It is anticipated that this wall will be located at a prominent point along the trail route and on the Vine Trail website.

PLEDGES OVER $50,000 - LIST OF ADDITIONAL NAMING OPPORTUNITIES

Additional recognition in the form of Naming Opportunities will be provided to any donor who donates over $50,000. Architectural designs are available (printed or by email attachment) to view plans for built elements such as kiosks or bench and sign placement. The Naming Opportunities for the 79 donors anticipated at the $50,000 level or above in the Donor Pyramid are as follows:

KEY VINE TRAIL NAMING OPPORTUNITIES		
Level	**#**	**Opportunity**
$10,000,000	1	FULL TRAIL SYSTEM: Vine Trail, Ridge Trail and Bay Trail in Napa County
$2,500,000	1	THE VINE TRAIL
$1,000,000	7	SEGMENT NAMING (American Canyon, South County, Napa, Mid County, St. Helena, North County, Calistoga)
$500,000	5	TRAIL HEADS at Kennedy Park, Trancas, Rutherford, St. Helena, Calistoga
	1	Sponsorship of EDUCATIONAL SIGNS along trail
	1	Sponsorship of TRAIL MAP
$250,000	8	KIOSK/REST STOP - 1' x 3' sign hanging from truss
$100,000	20	BENCHES - 4" x 8" metal sign on bench
$50,000	44	MILE MARKERS - 2" x 4" metal sign on post
	88	Total

In addition to these naming opportunities, donors at the **$1,000 level** or higher may have a 6" x 11" granite plaque with their name on it embedded around the perimeter of one of the 8 rest stops (each of 8 rest stops can accommodate 80-160 plaques).

ADDITIONAL NAMING OPPORTUNITIES for sponsoring programs or amenities other than those named above will be happily considered. Please do not hesitate to discuss your ideas with the Vine Trail.