

PARTNERSHIP PACKET

2024 Information



Help connect kids and families to the outdoors for their health and the health of our parks and public lands

About KIP

Kids in Parks (KIP) partners with land management agencies across the country to convert their existing trails—including hiking, biking, paddling, fishing, and disc golf—into kid friendly trails through the installation of interactive self-guided materials that get families active outdoors and reconnected to nature.

Studies show that kids are spending less time outdoors and becoming more disconnected from nature. These trends have led to declining visitation to parks and public lands and to a myriad of health-related issues for children including obesity, diabetes, and depression.

With KIP, trail partners have the opportunity to tap into the power of a network of curated outdoor experiences. The TRACK Trail materials engage visitors, ensuring a fun and enriching experience that will encourage them to return again and again. After repeated positive outdoor adventures, families learn to make time in nature a regular part of life.



Impact and Reach

- Kids have completed more than 1.4 million adventures, spent 700,000 hours outdoors, and burned 200-million calories on TRACK Trails
- 63% were first-time visitors to the park
- 48% visited the park because of the TRACK Trail
- 88% of repeat visitors have visited more than one TRACK Trail site

- 300+ TRACK Trails in 18 states and Washington, D.C.
- 175+ healthcare facilities writing prescriptions for time in nature on TRACK Trails
- 600+ partners supporting TRACK Rx and TRACK Trail networks nationally



Major Program Support From

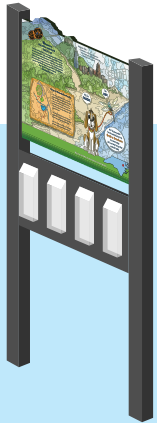


PRICE SHEET

Become a part of the **TRACK Trail Network**

By joining the TRACK Trail network, your site will provide added value to your visitors. The activity brochures available at the trailhead ensure they will have an enriching experience. The prize system will keep them coming back. The network will bring new visitors who discover you on their Trail TRACKer journey. Most important, you will be a part of the movement to improve the health of kids and public lands.

Base Package
\$6,500
includes



sign & frame

36" x 24" sign on aluminum frame. Includes 4 plastic brochure holders.



brochures

4 sets of 2,000 activity brochures from our "standard" selection.

NEW

+ e-Adventures
on select brochures



webpage

Trail page on kidsinparks.com with info, photos, maps, and more.



sticker

Custom sticker that kids receive for registering a hike on your TRACK Trail.



prizes

Prizes mailed to kids who register hikes at your TRACK Trail.

TRACKplus+
\$8,000
includes Base Package plus

plus+

premium brochures

Our entire catalog with customizable options.

travel

We'll come to your site for a visit and/or grand opening.

trail blazes

Get 10 trail blazes to mark your new TRACK Trail.

Build a network in your area!
Bulk pricing available (3 base packages for \$18,000)

PRICE SHEET

Add-ons

Enhance your TRACK Trail with custom, site-specific materials that help your visitors develop meaningful connections with the natural, cultural, and/or historical resources at your site.

Custom Brochure starting at **\$2000***



Design of site-specific activity brochure that visitors can use on your TRACK Trail. Includes printing of 2,000 copies. *Price subject to design.

TRACK Trail Mini **\$2500**



Want to expand your local network at a bargain price? Includes a small trailhead sign, 2,000 copies of a "standard" brochure, and e-Adventures.

CRASH Course (Science) **\$1500**



Choose between 8 science topics to fit the resources at your site. The sign and videos guide kids through scientific observation and data collection activities.

CATCH Trail (Fishing) **\$2500**



Includes a small trailhead sign and 2,000 copies of a fishing brochure (your choice of 3 fish species). Kids can earn a series of fishing prizes for registering.

Free Program Support

We want to help your trail be as successful as possible. These are some of the free resources available to you!

Monthly TRACK-tivities



Promotional Regional Poster



Marketing Support



JOIN THE MOVEMENT

Funding

We strive to make our program as cost-effective as possible but understand that budgets can be tight. We are available to help apply for grants or provide data for your grant applications.

Awards and Endorsements



- Endorsed by the **American Academy of Pediatrics**
- Received the **Let's Move! Champion of Change Award** from the White House
- Reviewed favorably as a practice-tested intervention by the **Center for Training and Research Translation** (a program funded by the Centers for Disease Control and Prevention)
- Awarded the Outstanding Public Engagement Award from the **Public Lands Alliance**
- Featured in the **National Prevention, Health Promotion, and Public Health Council's Annual Strategy Report** released by the US Surgeon General
- Highlighted as one of six example programs in the **National Park Service's Healthy Parks Healthy People** report
- Winner of the **Center for Jackson Hole's SH/FT Awards** in the category of Youth Engagement

Visit kidsinparks.com/become-partner today.

Contact Us For More

Kids in Parks

322 Gashes Creek Rd
Asheville, NC 28803
kidsinparks.com

Jason Urroz

Director - Kids in Parks
jurroz@kidsinparks.com
866.308.2773 x 384



Adam Rodes

Associate Director
arodes@kidsinparks.com
866.308.2773 x 410



Kids in Parks is a program of the Blue Ridge Parkway Foundation, a 501(c)(3) organization. Partnerships are approved based on governmental regulations and alignment with the Kids in Parks mission.