



Dear Friend,

It's almost that time of year when the trails at Lost River Cave turn into a fall festival of fun. Sponsors make this event possible for the community! **We're reaching out to you because we think you'd be a great addition for this year's Scarecrow Trail!**

We'd love to talk to you about how to make your sponsorship is a win-win for you and our community, too. With 50,000 people walking the Scarecrow trail annually, and Lost River Cave's combined social media and email following of 58,000, sponsoring Lost River Cave's Scarecrow Trail is more than just goodwill - it is a great marketing and outreach opportunity.



Your generosity goes beyond the trail itself. It supports free access to nature and affordable nature-based educational programs for kids from across our region. **Can we count you in?**

We're so grateful for your consideration and look forward to connecting soon. All the options are on the next page. If you have any questions, please feel free to reach out to me at 270-393-0077 or katie@lostrivercave.org.

Sincerely,

A handwritten signature in black ink that reads "Katie Culmishi".

and the entire Lost River Cave team

SCARECROW TRAIL 2026 SPONSORSHIP OPPORTUNITIES

Join us as a sponsor. Increase your support --> increase your impact --> increase your reach!

Please refer to our Digital Footprint Overview to gauge the full scope of your advertising potential through sponsorship with Lost River Cave!

☐ **PRESENTING SPONSOR - \$15,000 (Reserved)**

- "Presented by" on signage at trailhead, throughout the Scarecrow Trail, and roadside marquee
- "Presented by" recognition in all mentions of the event including, but not limited to TV, radio, and digital and social media advertising
- Invitation to set up a tent and pass out swag anytime throughout the event
- Full day River Birch Room rental with setup and breakdown (\$825 value)
- VIP golf cart ride of the trail for up to 10 people
- Inclusion in our "Favorite Places/People" holiday email to nearly 13k email subscriber
- Free Scarecrow Trail t-shirts (10)
- Pick your spot first! Reserved space for your Scarecrow(s)
- Up to three free Scarecrow entry registrations with signs (\$270 value)

☐ **SATURDAY SPONSOR - \$5,000 (3 available)**

NEW

- Dedicated social media posts (Facebook post, Instagram Reel, 3-5 Stories) leading up to your Saturday
- Invitation to set up a tent and pass out swag on your Saturday
- Feature recognition signage at the trailhead on your Saturday
- Inclusion in our "Favorite Places/People" holiday email to nearly 13k email subscribers
- Free 9-hour weekday River Birch Room Rental with setup & breakdown (\$575 value)
- VIP golf cart ride of the trail for 5 people
- Scarecrow Trail t-shirts (5)
- Your logo or name recognition at the Saturday level on sponsor signs in front of 50,000 trail walkers
- Recognition on Lost River Cave website, social media, and radio mention
- Pick your spot first! Reserved space for your Scarecrow(s)
- Up to three free Scarecrow entry registrations with signs (\$270 value)



☐ **ALLEY SPONSOR - \$2,500 (6 available)**

- Directional signage with your logo or name pointing the way to your alley
- Free 4-hour weekday River Birch Room Rental with setup & breakdown (\$325 value)
- Inclusion in our "Favorite Places/People" holiday email to nearly 13k email subscribers
- Free Scarecrow Trail t-shirts (2)
- Your logo or name recognition at the Alley level on sponsor signs in front of 50,000 trail walkers
- Recognition on Lost River Cave website and social media
- Up to two free Scarecrow entry registrations with signs (\$180 value) with new priority access to sign up for a setup time



2026 SPONSORSHIP OPPORTUNITIES, CONTINUED

☐ SCARECROW STEWARD SPONSOR - \$1,000



- In Person Recognition: Your logo/name recognized at the Scarecrow Steward level on sponsors signs in front of 50,000 trail walkers
- Increased Digital Recognition: Your **logo**/name on Lost River Cave website **and social media**
- Free Scarecrow Trail t-shirts (2)
- Free 5-hour weekday pavilion rental with audio visual amenities
- Up to two free scarecrow entry registration with sign (\$90 value)
- **New this year: Priority access to sign up for a setup time**

☐ COMMUNITY ROOTS SPONSOR - \$500

- In Person Recognition: Your **logo**/name recognized at the Community Roots level on sponsors signs in front of 50,000 trail walkers
- Increased Digital Recognition: Your logo/name on Lost River Cave website **and social media**
- Free Scarecrow Trail t-shirt (1)
- Free Scarecrow entry registration with sign (\$90 value)

☐ FRIEND OF THE TRAIL SPONSOR - \$250

- In person recognition: Your name at the Friend level on sponsors signs in front of 50,000 trail walkers
- Digital recognition: Your logo on Lost River Cave's Scarecrow Trail webpage
- Free Scarecrow entry registration with sign (\$90 value)



COUNT ME IN!

Email to katie@lostrivercave.org -or- Sign up & pay online via the QR code



Name of Business: _____

Primary Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Level:

- ☐ PRESENTING SPONSOR (Reserved)
- ☐ SATURDAY SPONSOR (3 available)
- ☐ ALLEY SPONSOR (6 available)
- ☐ SCARECROW STEWARD

Level, cont.:

- ☐ COMMUNITY ROOTS SPONSOR
- ☐ FRIEND OF THE TRAIL SPONSOR

Payment:

- ☐ Please send an invoice
- ☐ My check is enclosed



DIGITAL FOOTPRINT OVERVIEW

Your sponsorship dollars at work for you - Gauge the full scope of your advertising potential through Scarecrow Trail sponsorship!



Facebook (*as of Aug 2026*)

- 38,603 followers
- 6.1M content views (Caveat: multiple viral videos have contributed to this number)
- 196.2k page visits
- 43.5k link clicks



Instagram (*as of Aug 2026*)

- 8,364 followers
- 103.7k views
- 2.1k profile visits



TikTok (*as of Aug 2026*)

- 6,453 followers
- 40.9k likes
- 5.8k profile visits
- 325.8k reached audience



Email Engagement (*as of Aug 2026*)

- 12,935 active subscribers via Mailchimp

Direct access to a loyal base: Your brand can be included in event-specific campaigns to a qualified, local audience.



Website Traffic (*2024 full year*)

- 713,000 page views
- 230,000 new users
- 50,000 returning users

Opportunity: Lost River Cave's site draws just shy of 300,000 unique visitors annually —many researching tours, education, and family activities.