



Prepared by :
Just-Trails



World Trails Ambassadors

A programme for rising leaders ages 21-35

AMBASSADOR GOALS



SUPPORT COMMUNITIES

Ambassadors make lasting impact in their own community, building action plans supported by influencers and leaders in the World Trails Network.

RAISE AWARENESS OF WORLD TRAILS NETWORK

Ambassadors raise their voices on issues that matter about trails, while providing greater impact and awareness of the importance of trails.

INCREASE CAPACITY

- Ambassadors connect to international task teams, (leaders and trail experts), to make change. Task Teams work under three primary objectives: PROMOTE TRAILS – marketing trails and trail destinations and to sell the benefits of trails to governments, local community, users, etc.
- PRESERVE TRAILS – through sustainable standards, legislation, governance, conservation, maintenance, etc.
- PERPETUATE TRAILS – through education, conferences, expeditions, events, publications, etc.

WHY AMBASSADORS?



Youth, leaders of our future, constitute almost a fifth of the global population and are the custodians of the world's biodiversity, our planet's trails and trail systems.

As corridors of opportunity, trails are significant contributors to individual and community health, to rural livelihoods and economies.

Trails are essential pathways to human-nature connection and psychological wellness.

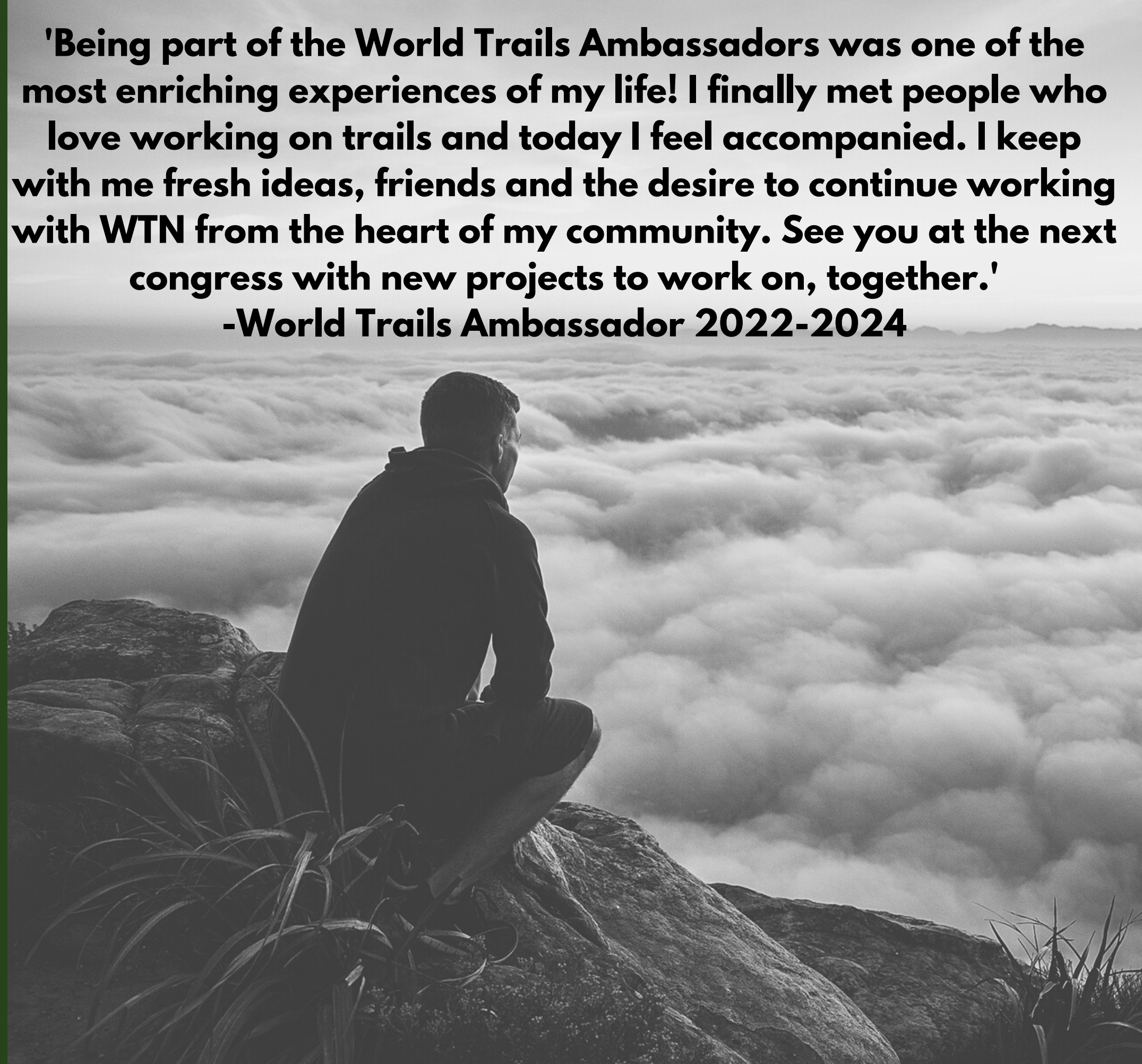
The World Trails Network needs to engage the next generation of trail leaders, and grow its connection to community leaders.

BENEFITS TO AMBASSADORS

- Take part in the World Trails Conference in Ottawa, Canada
- Receive training, mentoring on key trail issues
- Represent your community, increase your visibility and bring your voice to the table
- Engage with key stakeholders from around the world
- Be part of an ambassador team
- Receive mentorship from trail leaders

'Being part of the World Trails Ambassadors was one of the most enriching experiences of my life! I finally met people who love working on trails and today I feel accompanied. I keep with me fresh ideas, friends and the desire to continue working with WTN from the heart of my community. See you at the next congress with new projects to work on, together.'

-World Trails Ambassador 2022-2024



Read about the inaugural Ambassador Cohort [Here](#)

Why Apply

SPONSORSHIP: VALUE PROPOSITION

Elevate Trail Stewardship with World Trails Ambassadors!

By aligning your organization with the World Trails Ambassadors program, you can:

- **FOSTER TRAIL STEWARDSHIP:**

Contribute to the development of responsible trail stewardship practices globally.

- **EMPOWER EMERGING LEADERS:**

Support the growth of the next generation of trail advocates and community leaders.

- **ENHANCE GLOBAL CONNECTIVITY:**

Promote international collaboration in trail advocacy.

- **AMPLIFY YOUR BRAND:**

Showcase your commitment to environmental sustainability and community development.



SPONSORSHIP TIERS

TRAILBLAZER \$10,000+

- Prominent logo placement on program materials and website.
- Exclusive networking opportunities with Ambassadors during the World Trails Conference.
- Recognition at program-related events and activities.
- Customized content sharing via program channels.

STEWARD \$5,000-\$9,999

- Logo inclusion on program materials and website.
- Networking opportunities with ambassadors during the World Trails Conference, or via Zoom.
- Recognition at select program-related events.

COST PER AMBASSADOR: \$2500

CHAMPION \$1,000-\$4,999

- Logo presence on program materials.
- Invitation to attend select program-related events.
- Acknowledgment in program communications.

ADVOCATE \$500-\$999

- Name listed on program materials + gratitude!

