



Kids in Parks TRACK Trails Startup Costs

This document represents the standard startup cost to “franchise” into the Kids in Parks TRACK Trails program. For the prices listed below, your site will receive: a trailhead sign / kiosk with four brochure holders, four sets of self-guided brochures (2,000 copies of each), a trail page on the Kids in Parks website, prizes disseminated to your trail’s registrants, and annual data reports regarding the use of your trail.

Materials / Deliverables	Description	Cost
Trailhead Sign / Kiosk		
Trailhead Sign	Design and fabrication (10 year warranty. High pressure laminate)	800.00
Trailhead Sign Shipping		150.00
Kiosk	Various options	600.00
Kiosk Shipping		150.00
Partnership Plaque	Metal plaque with trail partner logos	100.00
Brochure Holders	4 custom brochure holders	150.00
Brochure Holder Shipping		50.00
Total		2,000.00

Self-Guided Brochures		
Brochure 1	2000 copies, 70-80lb Book, tri-fold, legal size, 4C/4C	500.00
Brochure 2	2000 copies, 70-80lb Book, tri-fold, legal size, 4C/4C	500.00
Brochure 3	2000 copies, 70-80lb Book, tri-fold, legal size, 4C/4C	500.00
Brochure 4	2000 copies, 70-80lb Book, tri-fold, legal size, 4C/4C	500.00
Brochure Shipping		200.00
Total		2,200.00

Site Integration		
Website Integration	Design and create trail page within Kids in Parks website	600.00
Trail Stickers	Custom trail design (1,000)	300.00
Total		900.00

Other Funds		
Annual Maintenance Fee	Website maintenance, prize dissemination, data reports, etc.	400.00
Travel	Site visits, grand opening, hotel(s)	400.00
Trail Blazes	10 Trail Blazes, shipping	100.00
Administrative / Operations		2,000.00
Total		2,900.00

Total Start Up Costs	Trailhead kiosk, brochures, site integration, and other funds	*8,000.00
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*Some of the prices (kiosk construction, brochures, shipping fees, etc...) in this document can fluctuate based on several factors: kiosk (the partnering agencies ability to construct and install the kiosk on their own), brochures (larger print runs for larger parks), and shipping fees (weight and distance items need to be shipped). Kids in Parks is willing to work with agencies to find ways to help reduce installation cost on a case-by-case basis. Please contact us for more information.

Additional Services

In addition to our standard trail package, we offer other services that can add more value for visitors to your trail. Site specific brochures and interpretive panels can help visitors have a more meaningful connection to your site, while trail markers help with way finding. TRACK Packs are backpacks that are stuffed with gear (field guides, compass, binoculars, magnifying lens and more) designed to enhance the visitor's experience along the trail. Our community integration kit provides you and your community partners with 4 miniature kiosks and 10,000 generic brochure / rack cards that can be placed in various locations (doctor offices, libraries, schools, etc) to advertise your site's TRACK Trail.

Additional Options		
Custom Brochure	Prices vary depending upon level of research, number of custom illustrations, print run size, shipping, etc.	~2,500.00
Interpretive Panels	Prices vary (as above). Design, fabrication, base, shipping, etc.	~3,000.00
Trail Markers	Additional Markers @ \$7.50 each x 10 + shipping	100.00
TRACK Packs	Backpack stuffed with gear (binoculars, magnifying lens, field guides, etc) that visitors can check out	250.00
Community Integration Kit	4 miniature "community" kiosks and 10,000 generic brochures/rack cards	2,500.00