



PARTNERSHIP PACKET

2019 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, and disc golf—into kid friendly trails through the installation of interactive self-guided materials that get families unplugged, active outdoors, and reconnected to nature.

Recent studies show that, on average, kids spend 7.65 hours per day “plugged-in” to electronic devices and only 7 minutes per day participating in unstructured outdoor play. These trends have led to declining visitation rates to parks and public lands and to a myriad of health-related issues for children including childhood obesity, diabetes, and depression.

To help link spending time in nature with improved health, KIP works with doctors’ offices and hospital systems to prescribe outdoor recreation and the network of TRACK Trails to patients through the TRACK Rx program.



Impact and Reach

- Since 2009, over 600,000 kids have spent 300,000 hours and burned 90,000,000 calories on TRACK Trails
- 11% of registrants had never been hiked before
- 53% were first-time visitors to the park
- 51% visited the park because of the TRACK Trail
- 47% have returned for more than one adventure

- 200 TRACK Trails in 12 states and Washington, D.C.
- More than 230 TRACK Trail partners
- Over 600 healthcare providers writing prescriptions for time in nature on TRACK Trails



Kids in Parks Founding Partners

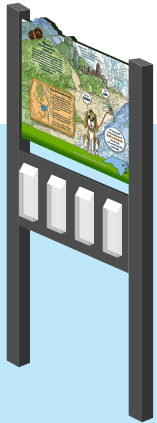


PRICE SHEET

Become a part of the TRACK Trail Network

By joining the TRACK Trail network, your site will have an added value to your visitors. The activity brochures available at the trailhead ensure they will have an enriching experience. The prize ladder 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
\$4,999*
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.



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+
\$6,500*
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.

*A \$400/yr annual fee covers security updates for the website, prize mailings, data collection, online dashboard, and includes insurance for your sign and brochure holders. First year is included in Base Package.

For multiple sites, the first trail is \$400 and each additional trail is \$50.

Build a network in your area!
Bulk pricing available (3 base packages for \$13,999)

PRICE SHEET

Add-ons

Enhance your TRACK Trail with custom materials designed specifically for the resources at your site or equipment to help your visitors explore.

Interpretive Signs starting at **\$2000***

Design and fabrication of an interpretive sign that can be installed along your TRACK Trail.
*Price subject to change due to size of sign or included base

Custom Brochure starting at **\$1500***

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

Citizen Science Kit **\$ask for quote**

Stations with science equipment and corresponding activity brochures tied to curriculum standards.

Community Integration Kit

Build a community environment of outdoor activity with your trail at the center.

Doctor Office **\$700**

Get a local doctor to prescribe outdoor activity with our miniature doctor office display, TRACK Rx brochure, and Rx pads.

Backyard Adventures **\$500**

3 displays and 1,000 Backyard Adventure brochures for community centers, libraries, schools, or more to market the program in your area.

TRACK Packs **\$250**

2 backpacks stuffed with gear (binoculars, magnifying lens, field guides, etc...) that visitors can check out.

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

Supplemental activities in the monthly e-newsletter that you can print and hand out.



Promotional Regional Poster

Poster with a map of your local TRACK Trail network and info on the program.



Marketing Support

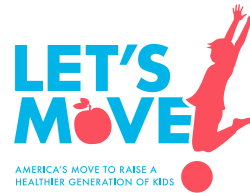
We'll help you market events at your site on social media and our website event page.

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 **SHIFT Awards** in the category of Youth Engagement

Visit kidsinparks.com/become-partner today.

Contact Us For More

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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.