



MOVERS & SHAKERS

— *2016 Trailnet Gala* —

CONNECTING ST. LOUIS



Thursday, November 3, from 6 to 9 p.m., at Majorette in Maplewood



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TRAILNET

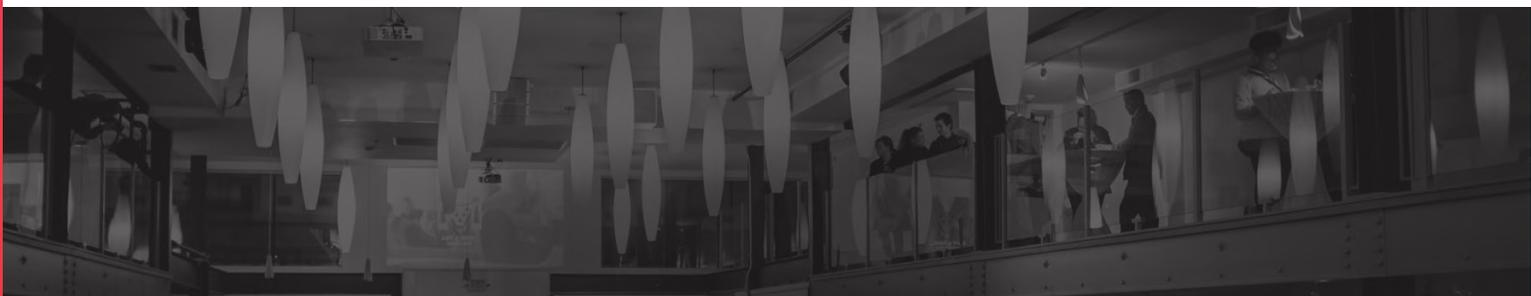
Trailnet's mission is to lead is fostering healthy, active and vibrant communities where walking, bicycling and the use of public transit are a way of life. Trailnet exists to make St. Louis a world-class city. For Trailnet, that means making it easier for everyone to travel by foot or by bicycle.

MOVERS & SHAKERS GALA: CONNECTING ST. LOUIS

Trailnet's Gala is our biggest fundraiser of the year. We believe that high quality walking and biking networks will attract and retain talent, strengthen our economy, and connect people to the places they love. The Gala will raise funds to move the needle on our vision for St. Louis to be one of the healthiest, most active, and connected regions in the country by 2030.

KEYNOTER SPEAKER – BRIAN PAYNE

Brian Payne is the Founder of the Indianapolis Cultural Trail, a \$63 million, eight-mile pedestrian and bicycle pathway that connects significant arts, cultural, heritage, sports, and entertainment venues in downtown Indianapolis. The return on investment: property assessments within one block of the trail increased 148% to a total of \$1 billion. The national consulting firm Project for Public Spaces chose the Indianapolis Cultural Trail as the best North American example of a bold transformative project that is changing the way we think of cities and city life.



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CONNECTING ST. LOUIS



Co-Chairs
**CAROL & MICHAEL
STAENBERG**

Carol Staenberg has been instrumental in supporting numerous organizations throughout St. Louis and has been recognized for her contributions including the Women of Achievement award in 2012. Carol serves on the boards of College Bound, Holocaust Museum – St. Louis and Jewish Family and Children’s Service. She also headed the task force that helped the Harvey Kornblum Jewish Food Pantry move into its new building and serves on their advisory committee.

Michael Staenberg is the Founder and President of The Staenberg Group and co-founder of THF Realty. He is dedicated to developing quality retail shopping centers which incorporate unique features including natural habitats, walking paths, biking trails and art. Michael is widely recognized as a civic leader and philanthropist. He serves on Trailnet’s Leadership Council and is on the board of the Jewish Community Center, Regional Business Council, Contemporary Art Museum St. Louis, Forest Park Forever (past fundraising chair), Jewish Federation of St. Louis, Variety the St. Louis Charity, and the Sheldon.

Michael and Carol founded the Staenberg Family Foundation in 2005 as an avenue to channel their charitable giving. They are avid bicyclists and like to give to charities that not only impact them personally, but the community as well.



Co-Chairs
**CHRISTINE JACOBS, MD
& HANK WEBBER**

Dr. Christine Jacobs is Professor and Program Director of the St. Louis University Family Medicine Residency. She is Director of the Department of Family Medicine at SSM Health St. Mary’s Hospital and President-Elect of the St. Mary’s Medical Staff. Chris is board certified in Family Medicine and Geriatrics and is committed to providing healthcare for underserved communities and to training future primary care physicians. She is a member of Trailnet’s Board of Directors.

Henry S. Webber is the Executive Vice Chancellor for Administration at Washington University in St. Louis and a Professor of Practice at the University’s Sam Fox School of Art and Architecture and at the Brown School of Social Work. He is the Chair of the Board of the Washington University Medical Center Redevelopment Corporation, Vice-Chair of the Board of Cortex and a Board of Directors member of Forest Park Forever, Focus St. Louis and RISE. Hank is a member of Trailnet’s Leadership Council and was recognized in 2015 as a Trailnet Thought Leader.

Both Chris and Hank share an interest in active living and are cycling enthusiasts.

SPONSOR LEVELS & BENEFITS	\$25,000 CONNECTIVITY SPONSOR	\$20,000 ECONOMIC VITALITY SPONSOR	\$15,000 SUSTAINABILITY SPONSOR	\$10,000 FOCUS ON SAFETY SPONSOR	\$7,500 GET MOVING SPONSOR	\$5,000 COLLABORATION SPONSOR	\$2,500 LEADERSHIP SPONSOR
Private meeting with Keynote Speaker	●	●					
VIP reception tickets	10	8	6	4	2		
Premium seating	●	●	●				
Table for 10 guests	●	●	●	●	●	●	●
Event Program Recognition	Full Page Ad	Half Page Ad	Quarter Page Ad	Logo	Listing	Listing	Listing
Logo/Name Recognition displayed and sized according to sponsorship level: •projected during event •event signage •save-the-date & event invitation •event webpage, eblasts, & social media	●	●	●	●	●	●	●
Recognition in Terrain magazine	●						
Press release announcing sponsorship and post-event media package appropriate for posting on your website, social media, and newsletter	●	●	●	●			
Linked logo on Trailnet's Sponsor webpage for 1 year	●	●	●	●	●	●	●
Trailnet presentation to your leadership on regional connectivity and its ties to economic development	●	●					
Customized reportcard ranking your business on quality of life indicators related to transportation and health	●	●	●	●			
Employee brown bag sessions covering the many benefits of active transportation	4	4	2	1			
Guidance on becoming a Bicycle Friendly Business, forming a Shift your Commute Team, and route mapping	●	●	●	●	●	●	●

CONNECTIVITY SPONSOR

\$25,000

Trailnet's vision is for St. Louis to be connected by a network of neighborhood greenways, protected bike lanes, and an accessible public transit system, making it easy for people to travel by foot or by bike.

INVESTMENT IMPACT

- Commercial districts, cultural institutions, and schools are all connected and easily accessible
- Neighborhoods, including parks and trails, have well-planned, safe routes to get to destinations
- Residents explore our diverse and interesting communities by bicycling, walking, or using transit
- Employers use ease of transportation as a quality of life asset to attract the best talent
- The St. Louis workforce has easy access to jobs
- College graduates see St. Louis as a desirable place to live and work
- St. Louis is seen as a fun place to visit where a car is not needed

ECONOMIC VITALITY SPONSOR

\$20,000

Trailnet envisions an economically vibrant and well-connected St. Louis that is attractive to employers, employees, and investors.

INVESTMENT IMPACT

- St. Louis has a thriving economy and is seen as a city with opportunity for further investment
- St. Louis transportation agencies and the business community use bicycle and pedestrian infrastructure to spur economic development
- Millennials seek out St. Louis as a place to live, work, and stay, thanks to high-quality walking and biking networks
- Entrepreneurs see St. Louis as an attractive place to start a business due to the ease of getting around
- Small businesses, retail shops, and restaurants benefit from increased foot traffic and sales
- Employers are able to recruit a diverse and inclusive workforce that is car-optional
- Employees have access to transportation options for commuting to work
- Employers experience lower healthcare costs and reduced employee absences, thanks to a more active workforce

SUSTAINABILITY SPONSOR

\$15,000

By empowering and enabling travel by foot or by bicycle, Trailnet protects the environment and enhances the well-being of all St. Louis residents.

INVESTMENT IMPACT

- Increased numbers of people who walk, bike and take transit to work reduce CO2 emissions and improve air quality in St. Louis
- Parents feel confident that their children will have clean air to breathe due to fewer cars and less road congestion
- Incidence of asthma and air quality related lung diseases decline
- St. Louis is no longer ranked among cities having the poorest air quality in the nation
- Neighborhood greenways control rainwater runoff, conserving water resources
- Employers experience lower healthcare costs due to a more physically fit workforce

FOCUS ON SAFETY SPONSOR

\$10,000

Everyone deserves safe streets. Trailnet's safety initiatives promote education, awareness, and behavior change so we all arrive safely, whether we are walking, bicycling, or driving.

INVESTMENT IMPACT

- Families and friends can safely and easily walk, bicycle or take transit to our many commercial districts as well as cultural and natural treasures
- Children can walk safely to school and arrive energized and ready to learn
- Employees have access to and are knowledgeable about the safest routes for commuting to work
- Residents can easily walk or bike to nearby neighborhood destinations without needing a car
- St. Louis has fewer deaths and injuries of pedestrians and bicyclists
- St. Louis is known among college-bound students, tourists, business travelers, meeting planners, and venture capitalists as being a city that is safe and easy to navigate without a car
- Employers experience lower healthcare costs due to a more physically fit workforce

GET MOVING SPONSOR \$7,500

Trailnet fosters healthy, active, vibrant communities where walking and biking are a way of life.

INVESTMENT IMPACT

- Walking and bicycling to school and neighborhood parks is part of the fabric of children's daily lives
- Families walk or bicycle to nearby neighborhood destinations
- Employees engage in regular physical activity as part of their daily commute, improving their overall health and reducing absences due to illness
- Obesity, heart disease, and diabetes rates for St. Louis decline
- Incidence of asthma and air quality related lung diseases decline
- Employers experience lower healthcare costs due to a more physically fit workforce

COLLABORATION SPONSOR

\$5,000

Trailnet is working to make St. Louis one of the best places for walking and biking in the country by 2030. This contributes to making St. Louis a world-class city and we convene partners from various sectors to advance our work. Collaboration is key to moving St. Louis forward.

INVESTMENT IMPACT

- Developers, engineers, investors, policy-makers, and planners gather for constructive dialogue regarding transportation planning
- New developments include streets designed for everyone
- Leaders of St. Louis commercial districts, cultural institutions, and entertainment venues ensure that pedestrians and bicyclists have safe and easy access
- Meeting, festival and event planners make car-optional accommodations for attendees to arrive by walking, bicycling, or using transit

LEADERSHIP SPONSOR

\$2,500

St. Louis is home to a wealth of world-class cultural institutions. Residents take great pride in their vibrant and diverse neighborhoods, and the local treasures that make St. Louis a fun and interesting place to live. Trailnet's work connects St. Louisans to the places they love.

INVESTMENT IMPACT

- Neighbors enjoy interacting as they walk or bicycle in their communities
- Neighborhoods are animated with the presence of people on the streets
- Residents have safe and convenient access to jobs and services
- St. Louisans can easily get to their favorite destinations

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Yes! We would like to invest in Trailnet's work
to make St. Louis a world-class city as a Gala Sponsor!

- \$25,000 Connectivity Sponsor
- \$20,000 Economic Vitality Sponsor
- \$15,000 Sustainability Sponsor
- \$10,000 Focus on Safety Sponsor
- \$7,500 Get Moving Sponsor
- \$5,000 Collaboration Sponsor
- \$2,500 Leadership Sponsor

Company/Organization Name

Date

Contact Name (Printed)

Contact Title

Contact Signature

Street Address

City State Zip

Email

Phone

- Enclosed is a check made payable to Trailnet.
- Please invoice me.

Credit card: MC____ Visa____ Discover____ AmExp____

Card #: _____ Exp. date: _____ Code: _____

Name on card: _____

Signature: _____

Thank you for your Sponsorship!
If you have any questions or would like additional information,
contact Marcia Quint at 314.436.1324 or email Marcia@trailnet.org.

Please return this form to Trailnet, 411 N. 10th Street, Suite 202, St. Louis, MO 63101