



TRAIL TO RECOVERY

PARTNERSHIP & SPONSORSHIP OPPORTUNITY PACKET

trailtorecovery.org | EIN:41-4209466

OUR MISSION

Who We Are and Why It Matters

Trail to Recovery uses the healing power of the outdoors to help improve mental health and prevent suicide among those who have served.

Through structured camping, off-road adventures, and guided hikes, we build the community and connection that recovery depends on.

THE CHALLENGE WE ADDRESS

Veterans and first responders face alarming rates of suicide, PTSD, and social isolation. Traditional treatment alone is not enough. T2R provides what a prescription cannot: brotherhood, purpose, and the restorative power of nature.



22

veterans lost to suicide every day

30%+

veterans report PTSD symptoms

4x

higher suicide risks civilians

70%

improved mood after nature exposure*

*Source: University of Michigan / Nature journal research

WHO WE SERVE

VETERANS

All branches, all eras. Every veteran carries the weight of service differently. T2R meets them where they are: no judgment, no rank, just brotherhood.

ACTIVE DUTY

Service members still in uniform face unique stressors. Our events provide a safe space to decompress outside the chain of command.

FIRST RESPONDERS

Law enforcement, firefighters, paramedics, and dispatchers face trauma on the front lines of their own communities, serving as local heroes every day.

"Trail to Recovery created an environment where complete strangers quickly connected and felt like lifelong friends. Great trails, great food, and great conversation all came together to create something much bigger than a weekend event - it was restorative, inspiring, and deeply human."

- Rob, First Camp Out Participant, May 2026



WHAT WE DO

Activities, Events, and Our History

OUR CORE ACTIVITIES



OFF-ROAD ADVENTURES

Guided 4x4 trail runs and overland routes through national forests. Off-roading fosters teamwork, problem-solving, and mission-focused challenge.



CAMPING RETREATS

Multi-day base camp events. Participants sleep under the stars, share meals around the fire, and build lasting bonds. Structured but relaxed.



GUIDED HIKES

Trail hikes in Virginia's forests and parks. Moving through nature in a peer group creates space for conversation that just does not happen inside four walls.

OUR HISTORY

Trail to Recovery was founded on March 10, 2026 as a Virginia-based 501(c)(3) nonprofit dedicated to veteran, active duty and first responder mental health through outdoor adventure. T2R connects these groups through camping, off-roading, and hiking; building the kind of camaraderie that's hard to find outside the military and first responder community. Today, T2R reaches participants from the mountains of Southwest Virginia to the Shenandoah Valley, the shore, and Northern Virginia; wherever veterans and first responders need community.



WHAT WE DO

The Science Behind Our Programs and 2026 Events

THE SCIENCE: WHY NATURE WORKS

Stress Reduction Theory

Natural environments measurably lower cortisol levels. Research in *Frontiers in Psychology* documents significant stress hormone reductions after time outdoors, with measurable drops in cortisol levels.

Mental Health Outcomes

A landmark study in *Nature* (2019) found people with greater access to green space report substantially better mental health outcomes compared to urban-only counterparts, across all demographics.

PTSD Symptom Reduction

Veteran participants in structured outdoor programs report measurable reductions in PTSD symptom severity. Peer-reviewed findings in *PLOS ONE* (2022) point to nature exposure and peer connection as key mechanisms.

Peer Connection

RAND Corporation research shows peer outdoor recreation programs improve social connectedness and reduce isolation in military populations - outcomes that clinical settings alone rarely achieve.

2026 EVENT CALENDAR

DATE	EVENT	LOCATION
May 1-3	First Camp Out	George Washington National Forest
May 23	222 for the 22 Memorial Day Ride	Richmond to Lynchburg, VA
Jun 12-14	Operation Pine Needle Therapy	GW National Forest / Reddish Knob
Jun 27	Operation Geedunk Drop w/ 3DCEB Foundation	Roanoke VA
Jul 23	Blue Ridge Parkway Trail Ride	Buena Vista / Blue Ridge Parkway, VA
Sept	T2R Family Day	TBD
Oct 15-18	Rooftop Tent Rally	James River State Park, VA
Oct 23-25	Overland Expo East	Veterans Mental Health Presenters
Nov 7	Veterans Day Event	Virginia - TBD
Dec	Wilderness Cookout & Trail Run	Virginia

WHY PARTNER WITH T2R

The Case for Supporting Trail to Recovery

YOUR SPONSORSHIP PUTS VETERANS OUTSIDE AND ON THE ROAD TO RECOVERY

Every dollar goes directly toward events, equipment, and access for those who served.

WHAT YOUR SPONSORSHIP SUPPORTS

1

Food & Shared Meals

Groceries, camp cooking supplies, and the shared meals that become the heart of every event.

2

Equipment & Gear

Tents, safety gear, first aid kits, tools, and durable equipment that serves across multiple events.

3

Transportation & Fuel

Getting participants and equipment to remote locations in national forests and state parks.

4

Program Operations

Event communications, liability insurance, registration, and the infrastructure that keeps T2R running.

OUTDOOR & GEAR BRANDS

Put your products in the hands of the most dedicated outdoor enthusiasts: those who served. Veterans are brand loyal and vocal advocates.

VETERAN & MILITARY-ADJACENT ORGS

Align your mission with ours. Co-branding with T2R signals authentic commitment to veteran wellbeing.

LOCAL VIRGINIA BUSINESSES

Demonstrate your commitment to the community around you. Veterans live, work, and shop locally - and they remember who showed up.

CORPORATE & NATIONAL BRANDS

Corporate Social Responsibility and Environmental, Social, and Governance goals met through genuine impact. We provide documentation, event reports, and recognition across digital and print channels.



SPONSORSHIP TIERS

Choose Your Level of Impact

TRAILBLAZER	\$250	Name listed on T2R event materials Social media thank-you post Certificate of appreciation
PATRIOT	\$500	Logo on T2R website sponsor page Mentioned in event communications Covers food cost for one full event (12 participants)
VANGUARD	\$1,000	Logo on event signage and printed materials Dedicated social media feature post Quarterly impact report
SENTINEL	\$2,500	Named sponsor for one event Logo on participant swag/gear Press release co-branding opportunity Year-end donor recognition letter
GUARDIAN	\$5,000+	Premier placement on all materials Named partnership agreement Invitation to attend one sponsored event Custom impact report with photos Board-level relationship and recognition

*Each tier includes the previous tiers benefits

IN-KIND DONATIONS

Gear, food, fuel cards, and medical supplies put veterans directly on the trail. If your business has products or services that support the mission, we want to hear from you. Contact us to discuss an in-kind arrangement that works for both sides.

T2R IN ACTION

Real Events. Real Impact. Real People.



First Camp Out, May 2026



Veterans in the field



At ease around the campfire



Reddish Knob, June 2026



Dawn at the overlook



The convoy assembles



D-Day Memorial Ride, Nov 2025



Veterans connecting on the trail



Camp cooking at base camp

WHAT OUR PARTICIPANTS SAY

“Trail to Recovery gave me more than a weekend outdoors it gave me connection. From a sunrise convoy shared with brothers and sisters in arms to discovering veteran resources I could pass on to others, every part of it was organized with purpose and pointed back to what recovery and brotherhood really mean. My partner and I are already counting down to the next one.”

-Matt, Camping Trip Participant, June 2026

BENEFITS AT A GLANCE

Sponsorship Tier Comparison

BENEFIT	TRAILBLAZER	PATRIOT	VANGUARD	SENTINEL	GUARDIAN
Listed on event materials	●	●	●	●	●
Social media thank-you	●	●	●	●	●
Certificate of appreciation	●	●	●	●	●
Logo on T2R website	—	●	●	●	●
Mentioned in event communications	—	●	●	●	●
Logo on event signage & print	—	—	●	●	●
Dedicated social media feature	—	—	●	●	●
Quarterly impact report	—	—	●	●	●
Named sponsor for one event	—	—	—	●	●
Logo on participant swag/gear	—	—	—	●	●
Press release co-branding	—	—	—	●	●
Year-end donor recognition letter	—	—	—	●	●
Premier placement - all materials	—	—	—	—	●
Named partnership agreement	—	—	—	—	●
Invitation to attend event	—	—	—	—	●
Custom impact report with photos	—	—	—	—	●
Board-level recognition	—	—	—	—	●

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Virginia 501(c)(3) Nonprofit
 tax-deductible

We would be honored to discuss how a partnership with T2R aligns with your organization's mission.

Thank you for considering a partnership with Trail to Recovery.

