



2026 Gathering of Friends of the MST

Friday, April 10 to Sunday, April 12

Asheville & surrounding communities

250+ Attendees

Sponsor the annual membership celebration of the Mountains-to-Sea Trail

Friends of the Mountains-to-Sea Trail hosts an annual meeting, the Gathering of Friends, in different trail towns across the beautiful state of North Carolina. The Gathering provides an opportunity for the organization's members to explore a new part of the trail, immerse themselves in the surrounding area and come together as a community. **We are excited to host the 2026 Gathering in Asheville April 10-12, 2026!**

Attendees come from across the state and region and are comprised of vigorous and casual hikers, trail builders, local leaders and those who are simply curious and want to learn more about the trail. About a third of the attendees are first timers, but many come every year as we move the event around the state. Often, attendees return to areas we have held Gatherings before to explore the towns and trails nearby.



The three-day event includes a combination of activities:

The Annual Meeting on Saturday will be held at A-B Tech Community College and is the central event when 250+ of our members gather to learn the latest trail news, hear from leaders and experts, learn about volunteer opportunities and build community.

The Opening Reception on Friday night at Highland Brewing gives members a chance to see old friends and meet new ones. This reception recognizes and celebrates volunteers and people who have completed the trail.

Excursions Friday through Sunday, which include hikes, other recreational activities, historic tours and trail building. Hikes and excursions will be spread across local trail communities and also focus on recovery efforts after Hurricane Helene, history and culture in Asheville and more.

There are multiple sponsorship levels for the Gathering of Friends. This is our biggest event of the year, and we publicize it, before and after the event, through email and social media to our entire community of more than 25,000 trail enthusiasts and 2,500 members. People who attend love the Gathering and will appreciate your commitment to the MST.



MST near Asheville



Hikers at the 2024 Gathering

Our members will enjoy time together staying in Asheville and attendees will have several days to explore the unique beauty and adventure of the North Carolina mountains. From epic mountain views to the uniqueness of downtown Asheville, we will explore it all!



Gathering of Friends 2023 at NC Central University



Members enjoying the 2024 Gathering



**GATHERING OF FRIENDS
2026 Asheville**

**For any questions or to submit sponsorship information, please email
blaurenz@mountainstoseatrail.org**

2026 Gathering of Friends

250+ participants

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friends Sponsor	Supporting Sponsor
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$250

EVENT RECOGNITION

Exclusive naming rights for event	X						
Recognized with logo in Gathering promotions	X	X	X	X			
Logo displayed on stage	X	X	X	X	X	X	X
Sponsor representative invited to speak	X	X	X	X			
Recognized at podium	X	X	X	X	X		
Invited to set up table at Gathering	X	X	X	X	X		
Invited to donate silent auction item	X	X	X	X	X	X	X
Recognized by level of giving in program	X	X	X	X	X	X	X
# of free tickets to Gathering	8	8	6	4	2	2	1

OTHER MST RECOGNITION

Listing on business partner webpage by level of giving	X	X	X	X	X	X	X
Recognition in Annual Report by level of giving	X	X	X	X	X	X	X
Business Member decals for store or vehicle	X	X	X	X	X	X	X
MST map for display in office/store	X	X	X	X	X	X	X

