

Criteria for Hit the Trails Participants

We welcome participants in our very successful “Hit the Trails” festival. In order to keep the festival focused on outdoor activities for the local residents and visitors, we have established criteria for groups and organizations that would like to participate.

Potential participating organizations will be welcome to have a free booth at the event if they meet these criteria:

1) Be a Not-for-Profit organization

You do not need to be a 501(c)3 organization. Fund-raising sales such as the sale of plants by the Garden Club, the sale of organization memberships, the sale of an organization’s publicity merchandise such as patches, stickers, coffee mugs, etc. are acceptable. The collection of donations, sponsorships and personal contact information is also acceptable.

2) Be a For-profit Outdoor Equipment Organization

For-profit organizations that market products related to outdoor activities are invited to participate. For example, kayaks, cycles, inline skates, etc. Marketing and advertising of products is encouraged. The actual selling of products during the festival is discouraged. Commercial organizations such as, insurance companies or companies marketing home products such as replacement windows are not permitted.

3) Be associated with outdoor activity

The primary purpose of the organization must be one or more outdoor activities. The purpose will usually be to participate in the outdoor activity but the promotion, education or support of the activity is also acceptable. Outdoor activities may include outdoor recreation activities or outdoor volunteer activities such as trail-building, watershed surveys, hemlock tree surveys, etc.

4) Marathon sponsors

Sponsors who donate \$500 or more may participate in the festival without qualifying with the other criteria.

5) Other Organizations

Organizations whose primary purpose is the advocacy of political candidates, political parties, specific items of legislation, public policy, community groups or religions are not acceptable.

Thank you for your interest in the Fairfield Glade Hit the Trails Festival.

If you have any questions about these criteria please contact John Conrad at john@time2meet.com or (978) 604-4968.