



2021 TRAIL RIDER SPONSORSHIP

Spring will quickly be arriving, and it is invigorating looking forward to the 2021 Trail Rider season.

Bike Helena and Visit Helena have been operating the Trail Rider program for 9 years and are proud to offer this no-fee shuttle for all trail users so they may enjoy a variety of recreational opportunities in Helena.

The 2020 season ushered in a few changes for Bike Helena:

1. We welcomed donations but didn't ask for sponsorship dollars.
2. The program operated at a reduced capacity and for a limited time frame due to the pandemic.
3. We developed a new partnership.

At the end of the 2019 season, Capital City Transit discontinued their agreement to operate, insure, maintain, and provide a driver for the shuttle bus due to lack of drivers and expenses associated with the bus. This forced us to pivot, and for the 2020 season **we were thrilled to announce a new partnership with Kurt Valiton, owner of Vigilante Shuttles and Tours**. Born and raised in Helena and a fourth generation Montanan, Kurt's enthusiasm, love of the outdoors and local businesses, coupled with his knowledge of the history of Helena ensures visitors' and locals' adventures are even more than they had hoped for while utilizing the Trail Rider.

Outdoor tourism and recreation are major contributors to Helena's economy. The Trail Rider program expands access to nature and recreational amenities. The COVID-19 pandemic revealed the importance of outdoor recreation. Not only does outdoor recreation serve as an outlet for individuals to enjoy natural spaces, especially during this pandemic, but it also stimulates the travel and tourism economy and supports overall public health.

We are anticipating launching the 2021 Trail Rider season by **mid-May**.

Please look at the sponsorship opportunities that support this unique community shuttle. **We are able to provide the no-fee service thanks to your generous sponsorship.**

Thank you in advance for your support of the Trail Rider program,

Andrea

Andrea Opitz
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