

TROUT UNLIMITED

PARTNERSHIP OPPORTUNITIES

CX3 2026 | TWIN CITIES

SEPTEMBER 23 - 27



Community | Coldwater | Conservation



Who We Are

As the leading coldwater conservation organization in the nation, Trout Unlimited cares for and recovers our rivers and streams. Our approach is a science-based and partnership-focused to drive landscape-scale impact and enhance climate resiliency in communities.

Our track record of success gives us credibility to shape national policy, implement complex restoration projects alongside public & private partners, and engage thousands of supporters nationwide.



MISSION

Our mission is to bring together diverse interests to care for and recover rivers and streams so our children can experience the joy of wild and native trout and salmon.

385+ Chapters in 37 States
300,000+ Members & Supporters
450+ Expert National Staff

CX3 2026: Where Conservation, Community & Brand Impact Meet

September 23-27 | Twin Cities | Trout Unlimited national conservation gathering

Why Sponsor CX3

ACCESS



- TU national & regional leadership
- Engaged conservation-minded audience
- Multi level brand exposure

ENGAGEMENT



- Speaking & thought-leadership opportunities
- Hands-on activities with staff & ambassadors
- Networking, meet-and-greets & public events

VISIBILITY

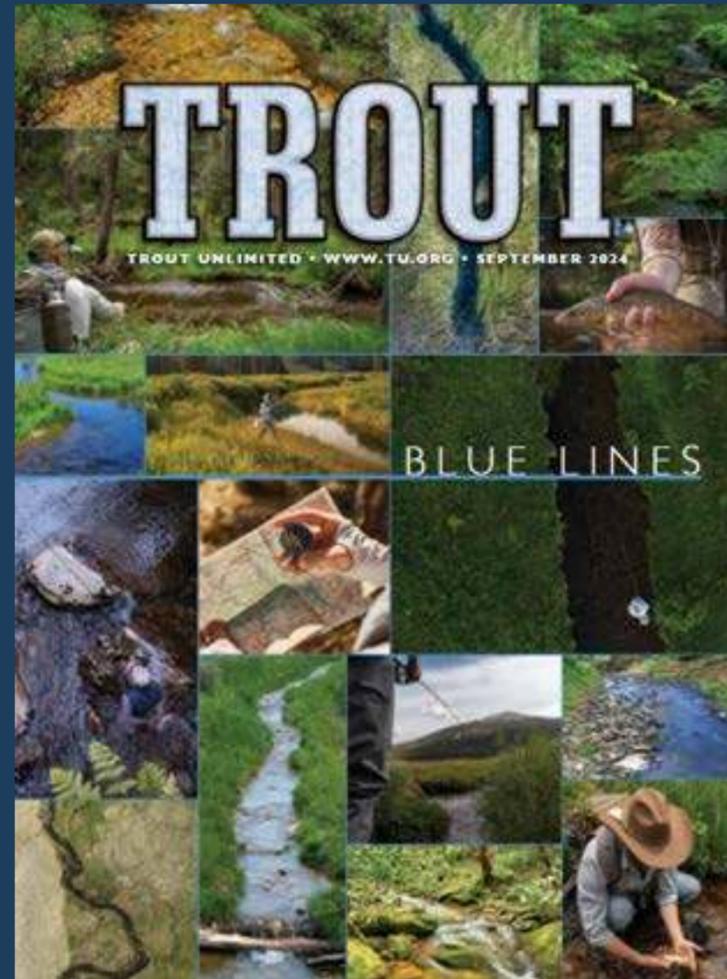


- Exhibition tables & brand placements
- Swag bag inclusion
- Alignment with mission-driven partners

Tiered sponsorship packages available to support coldwater conservation while elevating your brand.

OUR REACH WITH YOUR AUDIENCE

Align with some of the biggest names in conservation, angling and outdoor recreation



TROUT MAGAZINE
reaches over 300,000 readers

TU AVERAGE ANNUAL REACH
ON SOCIAL MEDIA



36 million+
IMPRESSIONS

460K
AUDIENCE

981K
ENGAGEMENT RATE

CX3 Sponsorship Opportunities

Sponsorships help underwrite the cost of CX3. All sponsorship packages are customizable to align with your brand and engagement goals



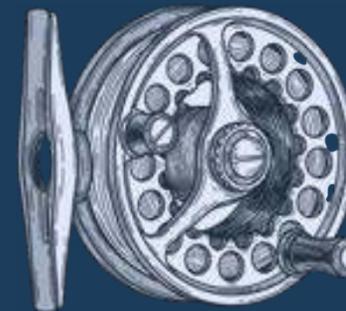
Premier & River-Level Event Sponsorships

(including an exclusive Lead Sponsor opportunity)



Activity-Specific Sponsorships

(key events, conservation initiatives, and family-focused programming)



Brand Ambassador & In-Kind Opportunities

(product donations, auction items and SWAG bag inclusion)



Vermillion River Sponsorship

COMMITMENT LEVEL: \$5,000

Support CX3 and help us celebrate work like the restoration of the Vermillion River - an exceptional trout stream just a stones throw away from the urban center of the Twin Cities. This sponsorship highlights TU's work to improve habitat, protect water quality, and enhance access through community-driven stewardship.

SPONSOR BENEFITS:

- Brand recognition across CX3 digital, email, and program materials
- Logo placement on the CX3 website and event promotions
- Event visibility, including optional exhibition presence (locations limited) and promotional materials/attendee packets
- Spotlight in TROUT magazine
- Recognition during CX3 opening and closing remarks
- Two complimentary CX3 registrations
- Complimentary 1-year TU Business Membership which includes TU website listing, TROUT media discounts and print listing, event invitations and more.



Whitewater River Sponsorship

COMMITMENT LEVEL: \$10,000

The Whitewater River is renowned for its clear, fast-flowing waters, excellent trout fishing opportunities, and scenic state park. TU has worked for years on habitat restoration projects on the Whitewater to improve water quality and ensure a sustainable fish population.

SPONSOR BENEFITS:

All Vermillion River benefits plus:

- Featured exhibit booth in common event space (optional)
- Logo inclusion on CX3 event signage
- Inclusion in Team Trout Brand Summit
- One social media story before and after the conference



Family Outdoor Adventure

ACTIVITY SPONSORSHIP: \$10,000

At CX3, IU prioritizes local community engagement through family outdoor activities. With sponsorship, your company will support educational activities like hands-on casting instruction and macroinvertebrate exploration, all in the beautiful urban parks of St. Paul. Join us in inspiring the next generation of conservationists, by fostering a love for trout and scientific discovery right in the heart of the city.

SPONSOR BENEFITS:

All Vermillion River benefits plus:

- Naming recognition for the Family Outdoor Adventure
- Logo placement on event signage and promotions
- Opportunity to deliver opening remarks
- Recognition in community event marketing
- Inclusion in Team Trout Brand Summit



Stream Cleanup

ACTIVITY SPONSORSHIP: \$10,000

The Stream Cleanup brings volunteers together to improve water quality and leave our rivers better than we found them. This highly visible, hands-on effort demonstrates real conservation impact through community action and stewardship.

SPONSOR BENEFITS:

All Vermillion River benefits plus:

- Naming recognition for the Stream Cleanup activity
- Logo placement on event signage and promotions
- Opportunity to deliver opening remarks
- Recognition in community event marketing
- Inclusion in Team Trout Brand Summit



Conservation Awards Dinner

ACTIVITY SPONSORSHIP: \$15,000

The Conservation Awards Dinner honors Trout Unlimited's highest-achieving chapters, councils, volunteers, and partners whose work has made a meaningful impact on trout and salmon conservation over the past year. This sponsorship aligns your brand with leadership, recognition, and conservation excellence.

SPONSOR BENEFITS:

All Vermillion River benefits plus:

- Exclusive naming recognition for the Awards Dinner
- Prominent logo placement across event signage, table cards, and promotions
- Opportunity to deliver opening remarks
- Two additional complimentary CX3 registrations
- Enhanced brand recognition across CX3 communications
- Inclusion in Team Trout Brand Summit



Keynote Speaker Banquet

ACTIVITY SPONSORSHIP: \$15,000

The grand finale of CX3, the Keynote Speaker Banquet brings together conservation leaders, partners, and supporters for an evening of inspiration, live music, and celebration. This high-visibility sponsorship aligns your brand with conservation leadership and community impact.

SPONSOR BENEFITS:

All Vermillion River benefits plus:

- Exclusive naming recognition for the banquet
- Prominent logo placement across event signage, table cards, and promotions
- Opportunity to deliver opening remarks
- VIP experience, including two complimentary CX3 registrations with preferred seating
- Enhanced brand recognition across CX3 communications
- Inclusion in Team Trout Brand Summit



Baptism River Sponsorship

COMMITMENT LEVEL: \$40,000

The Baptism River is a large river that flows through the rugged terrain of the North Shore to Lake Superior. It is famous for its waterfalls, wild steelhead and excellent brook trout fishing. TU is removing fish barriers to restore connectivity, enhancing stream and riparian forest habitat and supporting groundbreaking research.

SPONSOR BENEFITS:

All Whitewater River benefits plus:

- Recognition in all announcements as CX3's lead sponsor
- Exclusive TU social media post recognizing sponsorship
- Free 1-page ad in TROUT Magazine
- Exclusive reception with TU national and regional leadership
- Two VIP CX3 registrations & Team Trout Summit participation
- Dedicated speaking slot

EXCLUSIVE Lead Sponsor



Product Donation

SWAG Bag + Food & Beverage

All CX3 attendees receive a swag bag upon arrival in the I Win Cities. Including your branded product places your company directly in the hands of hundreds of conservation and fishing leaders from across the country. Food & Beverage donations also appreciated for hospitality suites and meals.

PARTICIPATION DETAILS:

- High-visibility brand exposure with CX3 attendees
- Opportunity to include useful, sustainable branded items
- Ideal quantity: up to 500 items (fewer quantities welcome and will be distributed as available)

Sponsor Benefits At A Glance

| Benefit | \$5K Vermillion River | \$10K Whitewater River | \$10K Family / Stream Activity | \$15K Awards Dinner / Keynote | \$40K Baptism River Lead |
|---|-----------------------|------------------------|--------------------------------|-------------------------------|--------------------------|
| Baseline Recognition (All Sponsors) | | | | | |
| Logo on CX3 Website & Digital Promotions | | | | | |
| Logo on On-Site Signage & Event Materials | | | | | |
| Recognition in CX3 Opening & Closing Remarks | | | | | |
| Trout Magazine Recognition | | | | | |
| TU Business Membership (1 Year) | | | | | |
| Engagement & Visibility Enhancements | | | | | |
| Social Media Recognition (TU Channels) | — | | | | |
| Team Trout Brand Summit Participation | — | | | | |
| Exhibit Booth (Optional / Space-Limited) | — | | — | — | |
| Programmatic & Naming Opportunities | | | | | |
| Category / Activity Naming Rights | — | — | | | |
| Speaking Opportunity / Opening Remarks | — | — | | | |
| Preferred Seating | — | — | — | | |
| Complimentary CX3 Registrations | 2 | 2 | 2 | 4 | 4 |
| Exclusive / Top-Tier Benefits | | | | | |
| Exclusive Lead Sponsor Status | — | — | — | — | |
| Free 1-Page Trout Magazine Ad | — | — | — | — | |
| Dedicated TU Social Post | — | — | — | — | |
| Dedicated Speaking Slot | — | — | — | — | |
| VIP Reception with TU Leadership | — | — | — | — | |

Contact

Your generous support makes CX3 possible. Together, we are advancing conservation, strengthening communities, and inspiring the next generation of river champions.

Maggie Heumann
Director of Engagement
Partnerships



(256) 996-2241



maggie.heumann@tu.org



Every River Needs A Champion