



# WANT SMART SIGNS at no cost and as a sustainable perpetual revenue stream?

American Trails ([americantrails.org](http://americantrails.org)) has partnered with Smart Outdoor Inc. to bring you this unique opportunity.

## TRAIL MAPS

Trail maps are at each trail head and access point so that users can easily identify where they are and where they're headed.

## MILE MARKERS

Mile markers are placed 5,280 feet from start to finish. A mile wheel is used to make sure visitors track the correct mileage.

## EMERGENCY SYSTEMS

All signs have location identification, including GPS Information and a GIS 911 Emergency System. The new mile references in Westchester County (seen to the right) were used twice within two weeks of installation for a police incident and a medical emergency.

## TOUCHLESS TECHNOLOGY

Using touchless mobile technology, users can tap or scan a QR code like this one to gain access to useful and relevant content as they explore the trail. Users often continue to reference the mobile experience long after the scan.

## Blue Bite PLATFORM ANALYTICS

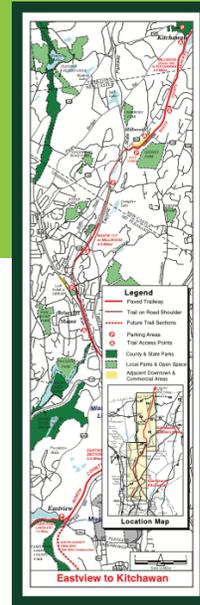
Ability to view scan information in real time from the back end of the Blue Bite tracking software and Google Analytics. Even on a chilly December day, we have seen 40+ scans on our mile markers, which doesn't include additional scans from the trail heads or maps.

## Liquid SPONSORSHIP OPPORTUNITIES

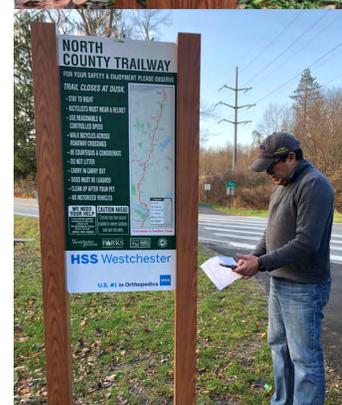
We secure local and national sponsors for each sign approved by the contracted entity, including ad space on the smart trail platform. Each trail has sponsorship opportunities on our consistent and uniform statewide signage, including trail head signs, access points, and mile markers. There are also opportunities for amenity sponsorship, like water stations, bike fix it stations, and stretching stations. A negotiated and contracted percentage is annually given back each calendar year.\*

## SOLE SOURCE CONTRACT

Once contracted, all signs, mile markers, assessment of sign placement, GPS, design, materials, construction/fabrication, delivery, and maintenance of signs is 100% covered and paid for by Smart Outdoor.\*\*



[Scan the QR code or click here to view the experience](#)



Learn more from Ivan Bellotto at [ivan@smartoutdoorinc.com](mailto:ivan@smartoutdoorinc.com)

\*A negotiated percentage of each contract will be reallocated to the local county, city, or state.

\*\*Looking for 5 year contract and 5 year reoccurring renewable.