



A  
Super Genius Production  
and  
American Trails Production





Journey into the heart of America's wilderness with the dedicated trailblazers and larger than life characters who shape our nation's paths, from rugged mountain ascents to serene waterways, ensuring every step of adventure is safely within reach.





# Going where no one else can

## Trails don't just happen.

With trail use growing every year, foot traffic threatens to erode and damage trails to the point that they can't be used.

The paths we take to find the most beautiful views on earth are painstakingly built, step by step, by people who serve the land and the people who love it. They serve as environmental engineers who dare to trek where most modern equipment can't go, using hand tools and ingenuity to move boulders and dirt.

**These heroes of the wilderness are called "Trail Dogs".**





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# Behind every trail, a story



**Every trail is different. Many of them are magical. And repairing and maintaining the trails are a labor of love and engineering.**



Our show is going to feature the history behind the trail — where did it start? Where does it go? Who used to live along this trail, and what happened to them?



Every season will showcase 2-3 trails, with 3-5 episodes per trail. We'll see epic vistas, impossible challenges, showcase the methodology behind creating sustainable trails and reveal the art and science of trail creation by the people who know and love them.

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# Challenges at every turn



Mudslides. Unstable bridges. Fallen trees.

These paths are in a constant state of entropy, and it's a war of attrition keeping them in use.



When you're three days away from medical attention and routinely using bandsaws and hand axes,

The worst-case scenario is only a slip of the hand away.

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# Why we watch

Every trail has a specific set of challenges, personalities and history that will create drama, tension, and intrigue:

- ✓ Every cliff, every bridge, every stone has to be addressed with the tools we have while addressing the environmental impact
- ✓ Stunning views that inspire and challenge the crew
- ✓ Personal stories of the Trail Dogs working on this trail —  
What inspired them to become trail dogs, where they come from, where they're headed
- ✓ The history of the trail, including how the land or use rights were acquired
- ✓ Trail design process and unique challenges created by this specific trail
- ✓ Cutting-edge design and construction techniques done to make the trail sustainable with the least amount of regular maintenance as possible
- ✓ Side stories about trail use, American Trails, Professional Trail Builders Association, the global trail network, the thousands of volunteers that maintain trails





# Characters in Action



## Anthony Porter

Part of the Tahoe Rim Trail Association which built and maintains the the 175 mile Tahoe Rim Trail. A devastating wildfire in 2021 has resulted in trail crews working tirelessly to reroute and re-establish these trails.

Video

## Kim Waites

Kim and Wild Alabama, a nonprofit with a niche in trail maintenance, are currently repairing 20.5 miles of trail in the Sipsey Wilderness. We are volunteer driven under the direction of trained staff.

Video

## Joshua Jones

Josh works for Izhaadaa Agwajiiing (Let's Go Outside), a collaboration between the Red Lake Dept. of Natural Resources and Obimindwaa. This program creates outdoor recreational opportunities for tribal members of the Red Lake Nation.

Video

## Joseph Litaker

Black Diamond Designs is comprised of passionate mountain bike riders from all walks that are looking to build a name and legacy in the industry for being the best trail builder on the East Coast and beyond.

Video

## Ashley Nester

Ashley and the New York-New Jersey Trail Conference builds, maintains, and protects over 2,100 miles of public trails and natural areas throughout the New York metropolitan region -- one of the most densely populated and largest trail networks in the country.

Video

## Nathan "Woody" Woodruff

Nathan and Progressive Trail Design are based in Bentonville, AR. In the field they have 20-25 builders working on projects all over the U.S., Mexico, Costa Rica, Hawaii and beyond. Its a rowdy group who love what they do.

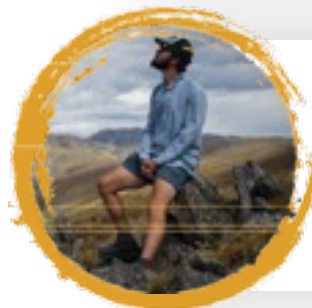
Video



# Impacting the next generation



Trail Dogs docu-series is an outreach vehicle for the Trail Fund, administered by American Trails.



The goal of the series is to raise awareness of the need to care for trails and build interest and enthusiasm for trails careers.



Ten percent of all ad dollars are tax-free donations to the Trails Capacity Fund to support trail stewardship training and projects on the ground.





# Inspiring the next generation

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Since 1988, American Trails has been a training resource and collective voice for a diverse coalition of trail enthusiasts, professionals, advocates, land managers, conservationists, and friends of the outdoors and livable cities.

American Trails strives to enrich the quality of life, mental health, and physical health for all people and the sustainable development of communities by advancing and promoting the development, preservation, and enjoyment of diverse, high-quality trails and greenways.

American Trails is dedicated to making the nation's public trails and greenways being within reach of all people wherever they live, work, and play, connecting people with the natural world by enabling those who build, maintain, use and dream of trails. Our aim is to invigorate communities financially by supporting trails that add valuable amenities that spur economic development.





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# This show goes everywhere



From Washington State to the Appalachian trail, from coastal Maine to the Grand Canyon, trails are what makes America America.



This show can go from the white sands of New Mexico to the boundary lakes of Minnesota, from the Florida Wetlands to the slopes of Denali, following trails wherever they roam.



From stunning vistas to innovative engineering, from engaging personalities to secret byways into the most iconic wildernesses, this will be one of the most talked-about, inspiring, and talked-about shows on your schedule.

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# Development Premise

## Mission and Vision

To raise awareness of the art and challenges of creating sustainable trails, with the result that the public has greater respect and appreciation for the diverse people, trails and landscape of America.

## Concept

An entertaining and informative docu-series – “Trail Dogs” - about the world of trail building, the real people who design and build trails, the volunteers who support them and the challenges they face.

## Pathway

The development and production process that takes us from concept to production and distribution of the “Trail Dogs” show.





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## Series Comms ROI

- ✓ Drive awareness and enthusiasm for participation/donations
- ✓ Motivate the next generation of builders and developers
- ✓ Increase awareness/usage of diverse trail options  
Promote diversity within the trails community



# Series Set up

## Groundbreaking TV Series

Showcasing trail builders and maintainers  
Larger-than-life characters braving the unknown to ensure safe access to natural wonders

## Unique Brand Partnership Opportunity

Align with a highly returnable project celebrating the American outdoors  
Compelling stories and deep audience connections ensure a loyal viewership

## Unparalleled Brand Exposure and Value Alignment

Associate your brand with perseverance, adventure, and environmental stewardship  
Reach a diverse, passionate audience of outdoor enthusiasts and nature lovers

## Long-term Investment with Recurring Integration Potential

Multiple seasons planned, offering a strong potential for recurring brand integration  
Be at the forefront of a movement celebrating the individuals behind America's outdoor experiences





# Initial Distribution

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**Trail Dogs Pilot Launch**  
Q4 2025



**Parks**<sup>TM</sup>  
CHANNEL

The Parks Channel: Launch Distribution Partner for “Trail Dogs”

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# Initial Distribution

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## Key Points:

- ★ New destination platform for "America's Best Idea" by Smithsonian Channel/NatGeo's founding executive team
- ★ Aggregates professional and community content to help people discover, plan, and collect adventures
- ★ Reaches park superfans and the over 500 million annual visitors to public lands and historic sites

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# Initial Distribution

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## Distribution Opportunities:

- ★ MVP website ([theparkschannel.com](http://theparkschannel.com)) featuring geotagged videos on a searchable map
- ★ Streaming service launched in Q1 2024 as an AVOD on Smart TVs in partnership with play.works CTV, aiming to reach 50M homes in year one (currently available on Roku and The Roku Channel with other major streamers and pay platforms coming soon)
- ★ Expansion plans for FAST platforms and a membership-based SVOD

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# Initial Distribution

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## Synergies with "Trail Dogs":

- ★ Shared mission of preserving and protecting public lands
- ★ Programming covering important issues, including efforts to reach diverse visitors and address climate change
- ★ Opportunity to showcase "Trail Dogs" characters and their work on the platform
- ★ Potential for cross-promotion and collaboration to support science, conservation, and heritage projects

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# Brand Partnership & Integration

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# Why Sponsor Trail Dogs?

**\$5.1 billion**

Climbing, hiking, & tent camping  
Economic impact value added (US 2022)



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# Why Sponsor Trail Dogs?



**The Outdoor economy is HUGE  
producing nearly \$682 BILLION  
in economic output for the  
U.S. economy in 2022.**

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56% of all Americans (168 million people) participate in some form of outdoor activity – with Hiking leading the pack of recreational activities followed by running and biking (both of which also occur on our trails)

The vast majority of outdoor recreationalists participate in multiple activities (camping, hiking, biking, running, snowshoeing, fishing)

The universe of these folks is diverse and becoming more diverse every year

“New/Juvenile” participants have higher indexes of being African-American, Hispanic and Asian versus the general population and continues to grow

Older Americans are increasingly embracing outdoor activities with over 1 million new participants aged 55+ in 2022 alone



# Why Sponsor Trail Dogs?



## The Evolution of Entertainment Integration

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The traditional :30 ad model continues to crumble. This July, linear TV viewership fell below 50% for the first time. Broadcast and cable each hit a new low of 20% and 29.6% of total TV usage, respectively, to combine for a linear television total of 49.6%\*.

Entertainment integration avoids the pitfalls of declining linear viewership, DVR viewing, ad-free streaming platforms and skippable online video.

Having brands, products and services integrated into programming not only boosts awareness, but drives trial. The inherent endorsement that comes from the authentic nature of seamless product placement is invaluable. Entertainment Integration is the ultimate, authentic influencer campaign.

It's cost effective.

When your brand is integrated into a show like Trail Dogs your production budget rolls back to zero. No agencies to hire. No spots to shoot. No talent residuals or annual usage negotiations. It's all rolled into our production cycle.



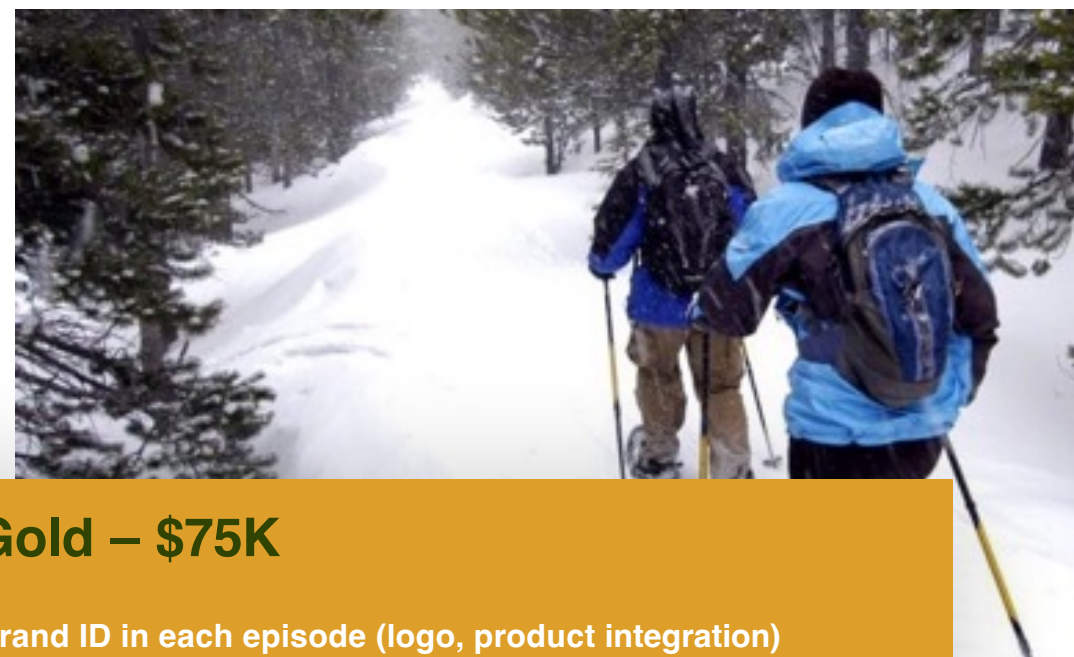
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# Series Sponsorship Options



## ★ Platinum – \$100K

- ✓ Category exclusivity
- ✓ Brand ID in each episode (logo, product integration)
- ✓ Minimum one (1) verbal mention in each episode
- ✓ Sponsorship mention in credits
- ✓ One year American Trails – Trail Ambassador Sponsorship
- ✓ Open invitation for production visits/Brand consultation
- ✓ Trail Dogs swag



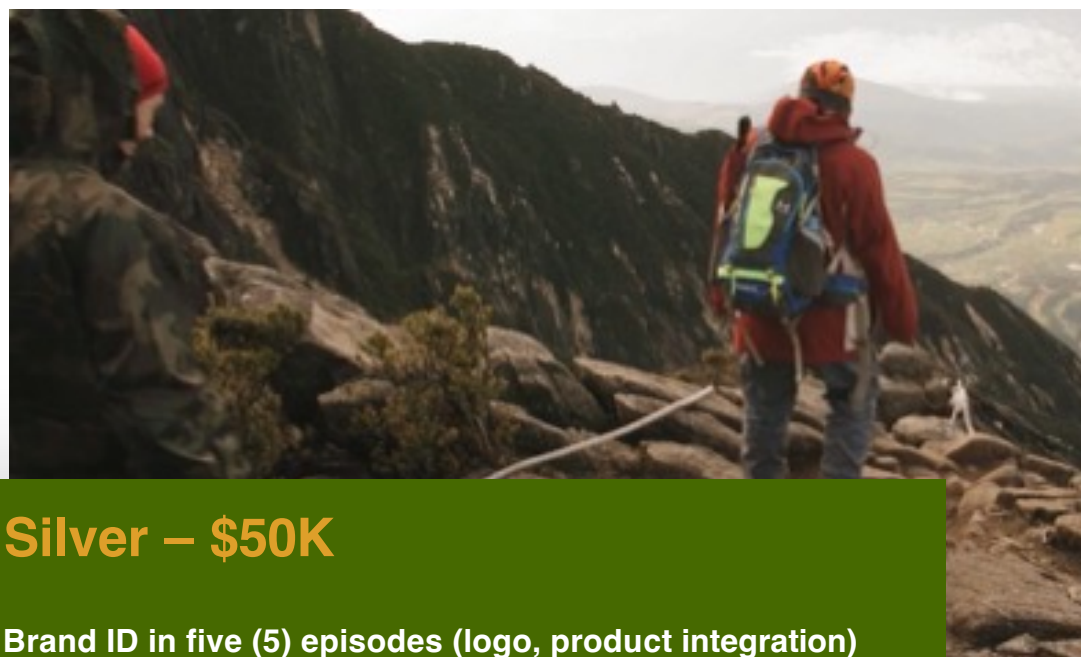
## ★ Gold – \$75K

- ✓ Brand ID in each episode (logo, product integration)
- ✓ One (1) verbal mention in each episode
- ✓ Sponsorship mention in credits
- ✓ One year American Trails – Trail Ambassador Sponsorship
- ✓ Trail Dogs swag



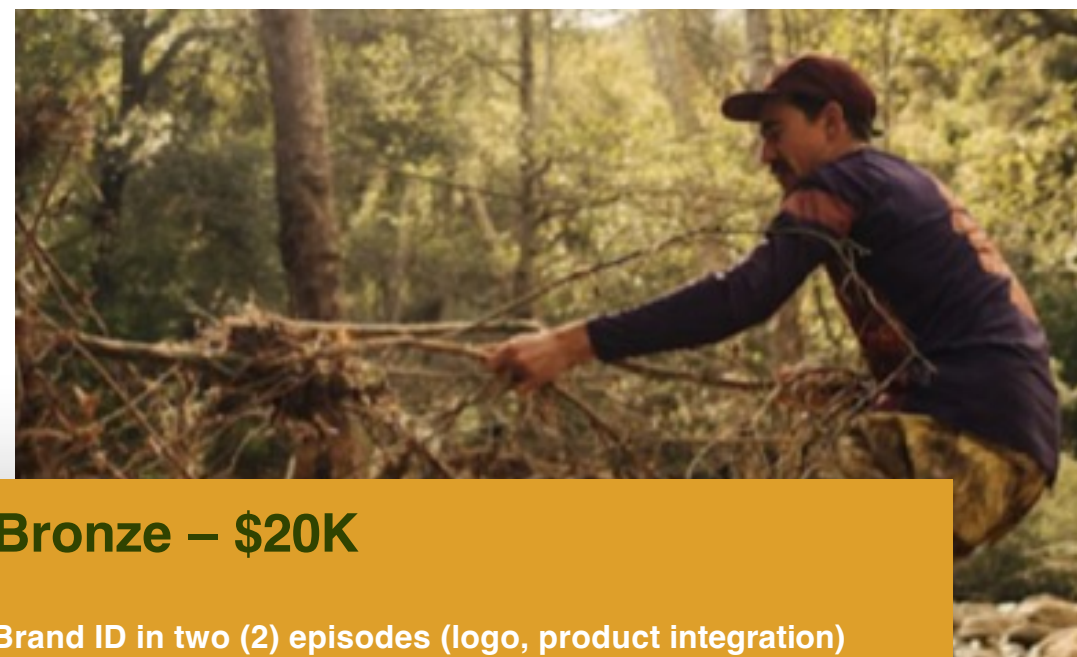
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# Series Sponsorship Options



## ★ Silver – \$50K

- ✓ Brand ID in five (5) episodes (logo, product integration)
- ✓ Sponsorship mention in credits
- ✓ Trail Dogs swag
- ✓ One year American Trails – Trail Ambassador Sponsorship



## ★ Bronze – \$20K

- ✓ Brand ID in two (2) episodes (logo, product integration)
- ✓ Sponsorship mention in credits
- ✓ One year American Trails – Trail Ambassador Sponsorship
- ✓ Trail Dogs swag



# Appendix

Production Partners

**Executive producers**  
and seasoned content and development  
executives.

**We have produced 1000s of hours**  
of televised entertainment and branded content.  
Including 8 seasons and 100 episodes of hit  
Discovery show “Garage Squad”

**Currently in development**  
on multiple concepts across genres.

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super genius inc.



Mat Burnett is a founding partner at Super Genius and former senior executive at Leo Burnett Advertising.



Bill Connell is a founding partner at Super Genius and former Senior Vice President at Leo Burnett Advertising.





Our Mission: Connecting and transforming communities through the power of trails.

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Trail Dogs

Trail Dogs

