



42,000+
Visits
in 2023



82% of Users
Live More Than
20 Miles Away



2,455
Email
Subscribers



6,964
Facebook
Followers



2,810
Instagram
Followers



105,853
Website
Pageview in
2023



Engage with our strong, and growing, community of supporters from across the upper Midwest



Support community wellness by promoting an active lifestyle through outdoor recreation



Strengthen our positive economic impact in the region by allowing us to continue to grow and provide an exceptional trail experience

[Click Here to Sign-Up Online](#)

GOOGLE - 277 REVIEWS: 4.9 ★★★★★
FACEBOOK - 153 REVIEWS: 5.0 ★★★★★

“ This all-season outdoor recreational park is such an amazing gift to the area. If you're a silent sport enthusiast, or just someone who loves to recreate outdoors, this is the place to be. ”

“ The WinMan crew do amazing work on all aspects of the park. The trails and features are so varied - terrain, surface, speed, feature types - there's a bit of everything. The facility is well thought out, with everything we needed to have a fun riding experience on hand. That they've made it economically accessible to everyone is amazing too. A+ ”

“ Hard to compare with any other trail system I've been to in the state, truly deluxe! Well mapped, great features, great people and well thought out. I wish every WI trail was set up like this!!! ”

“ We have ridden trails all over North America and these were mountain biking candy. Any level rider will love. ”

“ One of the best hiking, biking, xc skiing, and snowshoeing areas out there. Incredibly well maintained, great staff, good amenities, and most importantly, super high quality trails. ”

“ I'm 51 years old, but today at WinMan I felt 13 again! Riding the trails took me back to the 80's when I bombed around with my friends on a banana seat bike riding dirt trails and building our own dips and jumps. ”

MOUNTAIN BIKING

- 23 miles of purpose built, one-way trails (and growing!)
- Designed for all skill levels and riding styles allowing families to enjoy the trails together
- Skills Park and Pump Track to allow for skill development and progressions
- Innovative hub design on the trails allows riders to customize their ride each visit and makes navigation a breeze



AMENITIES

- Chalet with indoor bathrooms, changing rooms and gear storage
- Shaded outdoor seating with picnic tables
- Hammocks and comfortable lounge seating
- Nature playspace for young children
- 4-station bike wash with outdoor shower
- Bike repair stand with tools
- Bar and Apparel Shop with craft beers, wine, and cocktails and custom WinMan gear
- Trek bike parts and accessories



HIKING & TRAIL RUNNING

- 6 miles of well maintained trails
- Dog friendly for off-leash walks and hikes
- Gorgeous fall hikes along well mapped and marked trails
- Training facility for cross-county runners from across the region



NORDIC SKIING

- 23 kilometers groomed for both classic and skate skiing
- WinMan Early Bird ski race for Middle and High School teams
- Nordic Pulse live GPS grooming for trail conditions and updates
- Guided trail options including a Practice Loop and Warm-Up Loop for new skiers
- Two trailheads for more route options and combinations



AMENITIES

- Heated chalet with indoor bathrooms, changing rooms, gear storage and a masonry fireplace with pizza oven
- Waxing room with tools
- Outdoor seating areas and firepit
- Trail side warming hut and firepit
- Exceptionally well marked trails for intuitive navigation, even for first time users
- Bar and Apparel Shop with craft beers, wine, and cocktails and custom WinMan gear
- Toko ski supplies, tools and accessories



SNOWSHOEING, SLEDDING & FAT TIRE BIKING

- Large sledding hill at the Main Trailhead
- 10 miles of groomed winter fat tire bike trails using custom made grooming equipment
- 8.5 miles of well marked snowshoe trails
- Double wide snowshoe trail options for side-by-side adventures with friends
- Dog friendly



COMMUNITY OUTREACH

- Scholarships available for Bike and Ski clinics held annually
- Free Nordic Rocks skis available for kids ages 6-12
- Free snowshoes available for Kids and Adults
- Training facility for cross-county ski and mountain bike teams from Wisconsin, Michigan, Minnesota and Illinois
- Will host a NICA Adventure Ride in 2024 with 100's of riders from across the state



ECONOMIC IMPACT

- Employ 5 full-time staff and numerous part-time staff
- Vilas County Economic Development Corporation (VCEDC) Business of the Month in 2023
- Attract visitors from across the country to visit our surrounding communities
- Growing part of the Northwoods story for visitors year-round
- WinMan Onewheel Enduro attracted 150+ riders from 16 states in 2023

FUTURE GROWTH

- More trails planned for 2024 and working on expansion with DNR and surrounding neighbors
- Enhanced branding and marketing efforts to attract more visitors to our region, year-round
- New events to attract visitors in the early Summer, Fall, and Winter months
- Internship program to support career development in our region



Become a 2024/25 WinMan Sponsor



[Click Here to Sign-Up Online](#)

	Supporter \$250	Advocate \$500	Designer \$1000	Builder \$2500+ (Limit 5)
Name on Recognition Board at the Chalet	X	X	X	X
Listed on website with clickable link	X	X	X	X
Highlighted on the Area Info page on our website	X	X	X	X
Option to place brochures in the WinMan Chalet	X	X	X	X
Option to offer a members only WinMan Perk	X	X	X	X
Proud WinMan Supporter window decal	X	X	X	X
Recognition on sponsor banner at major events		X	X	X
Family Membership included		X	X	X
Recognition in social media throughout the year			X	X
Name recognition on (1) Mountain Bike <u>OR</u> (1) Ski/Hike Post (based on availability)			X	
Prominent recognition at the Front Hub <u>AND</u> Rear Hub for all trail users to see				X
Short business description listed under logo on website (250 characters)				X
Sponsor highlight in one monthly email				X
Opportunity for unique, customized advertising opportunities only available for Trail Builder Sponsors				X

Sponsorship is a tax deductible contribution to WinMan Trails Inc., a public 501(c)3 non-profit.

Sponsorship is annual, starting May 1st each year. Sponsors can join at anytime but rates will not be prorated.

