WHAT IS THE LUDLAM TRAIL?

The Ludlam Trail will create a new, 6.2 mile, pedestrian friendly urban park and green space, complemented by trail-oriented development aimed at activating the corridor at strategic locations along the trail.

The Ludlam Trail was a former rail line built by Henry Flagler’s company in 1920 and has remained vacant since it was decommissioned in 2002.

Improve safety for pedestrians and bicyclists along 6.2 continuous miles.

Connect over 32,000 residents to 5 schools, 6 parks, Miami International Airport, and Miami’s urban core.

Critical link in a future network of over 30 miles of parks and trails including the Underline and Plan Z to form the Miami Loop.
The Ludlam Trail is a priority for the County as it is essential to the interconnectivity of the network of trails throughout our community.

The Ludlam Trail is building something new out of something old and an integral part of the tapestry of South Florida to connect generations, neighborhoods and cultures for decades.

This is a passion project for me, the Mayor and for our community. I want this trail to become a place that people in the area can enjoy and where we can grow to be more connected through walkways, bike paths, landscaped areas and other new possibilities.

By linking residents and neighborhoods across our community, as well as encouraging recreation and alternative transit, the Ludlam Trail will provide a new public space for people across our city to engage and make Miami an ever greater place to live and work.

Carlos Gimenez
Miami-Dade County Mayor

Jeff Huff
South Florida PBS

Rebecca Sosa
Miami-Dade County Commissioner

Matt Haggman
Knight Foundation Program Director for Miami

The Ludlam Trail is a priority for the Miami-Dade County. It is essential to the interconnectivity of the network of trails throughout our community. It is building something new out of something old and an integral part of the tapestry of South Florida to connect generations, neighborhoods and cultures for decades. This is a passion project for the Mayor and for our community. The Mayor wants this trail to become a place that people in the area can enjoy and where they can grow to be more connected through walkways, bike paths, landscaped areas and other new possibilities. By linking residents and neighborhoods across our community, as well as encouraging recreation and alternative transit, the Ludlam Trail will provide a new public space for people across our city to engage and make Miami an ever greater place to live and work.
The Ludlam Trail event series began in June 2016 with the launch of free monthly events including a fitness program—Ludlam Fit, movie night—Screen on the Green and signature events celebrating the diversity of the neighborhoods along the corridor.

These events activate the trail by bringing residents and community members together to unify communities, promote health and wellness and strengthen the social and civic fabric of the County.
MAILER reaches network of 360,000 residents

Combined earned & social media impressions

By the end of 2017, it is expected that over 50,000 people will volunteer, follow our social media, attend an event.
BECOME A LUDLAM SERIES SPONSOR

Each event reaches a different key audience segment and provides a fun, entertaining and engaging way for you to impact the community.

CURRENT SELECT PARTNERS
SCREEN ON THE GREEN
FIRST SATURDAY | A.D. BARNES PARK
Hundreds gather to watch a free movie in the park adjacent to the Ludlam Trail at sundown. Each month’s event includes music, food trucks, a pre-movie raffle and free concessions.

LUDLAM FIT | YOGA
SECOND SATURDAY | A.D. BARNES PARK
Sponsored by Baptist Health South Florida, hundreds participate at Ludlam Trail for a morning yoga session by Greenmonkey yoga.

LUDLAM FIT | ZUMBA
LAST THURSDAY | ROBERT KING HIGH PARK
By demand, the newest class offered in Ludlam Trail’s fitness program is Zumba! Dance and sweat the evening away for free!

LUDLAM CYCLING CLUB
THIRD SUNDAY | A.D. BARNES PARK TO DADELAND
Presented by Bike305, all cyclists are invited to ride the trail for a 5 mile trip. Free helmets and bike rentals are offered to all participants!
Our newest event for the spring invites residents to a **classic car and bicycle show** featuring all your favorite carnival attractions!

Attendees will enjoy carnival snacks from cotton candy and elephant ears to bites and beer from food trucks and local vendors.

Teaming up with local car groups and bike shops, guests can view the classics and latest wheels around.
Guests experienced the sights, sounds and tastes of Cuba with a fun, family celebration that included: Caja China pig roast, mojito and beer bar, domino tournament, cigar roller, salsa band, bounce house and more.

Last year’s partners included: Miami-Dade County, Dr. Armando Badia Senior Centers, Miami Smokers, Salsa Lovers, and Oliva Cigars
The excitement around the Que Pasa, USA? watch-a-thon prompted South Florida PBS to announce their new spin-off series at this event.

Former cast member, Barbara Ann Martin, hosted the screening of 5 episodes of the cherished bilingual sitcom portraying the life of a 1970s Cuban-American family in Miami and included: Cuban pastries, free Cuban cafecitos, giveaways and cigars.

Our partners included: South Florida PBS, Arturo Fuente Cigars, and La Carreta.
LUDLAM LIGHTS
DECEMBER | SOUTH MIAMI HIGH SCHOOL

Be a part of the third annual light parade down the Ludlam Trail. Guests bring hand-made lanterns for a parade lit by 2,500 luminaries.

Attendees received glow giveaways, bites from local vendors, free beer from local brewery, an LED photo booth, holiday treats and live music.

Partners included: Miami-Dade County Parks, the Miami Foundation, the Knight Foundation, Bird Road Art District, 6 schools, Lincoln’s Beard Brewing Co., Bike 305, Mack Cycle & Fitness and HandsOn Miami.
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LUDLAM SERIES SPONSOR

NAMING RIGHTS TO THE LUDLAM EVENT SERIES
• Your logo will appear in tandem with the Ludlam Event Series logo on all marketing materials

TOP BILLING IN ALL OUTREACH
• Promotional collateral:
  • Mailer: 11”x14” flyer sent every month to 32,000+ residents within ½ mile
  • Event flyers: Individual flyers distributed online and door-to-door to community groups, schools, local businesses and at other events
• Digital:
  • E-newsletter: Weekly email newsletter directed to 4,500+ supporters
  • Social media: Monthly posts on all platforms to 4,600+ followers
• Media and advertising:
  Outlets such as: The Miami Herald, Sun Sentinel, Univision, Community Newspapers
  • Prominently featured in all press releases and calendars
  • Included in all print, online and radio ads

FEATURED EVENT PRESENTER
• On-site promotion:
  • Featured logo placement in all event signage and banners
  • Booth opportunity or distribution of materials at every event
• Branded giveaways:
  • Logo prominently featured on unique promotional item at each event ranging from: t-shirts, water bottles, sunglasses, etc.
  • Event staff t-shirt
  • Logo prominently featured on all volunteer t-shirts at every event

TOTAL VALUE = $25,000
Supporting the Ludlam Trail event series provides you the unique opportunity to connect with the Greater Miami community, build brand awareness and show your organization’s support of an important cause.

GET INVOLVED!

LEARN MORE AT ludlamtrail.org

@ludlam_trail
#LudlamTrail