

CBAC

CRESTED BUTTE AVALANCHE CENTER

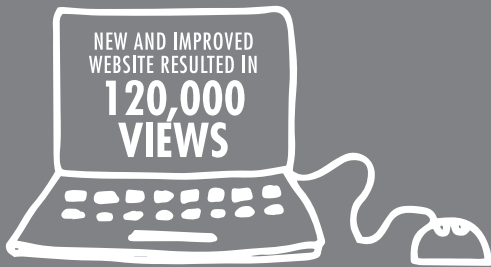
2016/2017 SPONSORSHIP

The Crested Butte Avalanche Center is dedicated to making the backcountry a safer place.

We publish daily avalanche advisories disseminated to the public via internet, email, social media, and radio. The CBAC also provides additional educational resources, such as public and professional snowpack, weather, and avalanche observations, mountain weather stations, and educational events and material.

The CBAC is not possible without local, regional and national support.
The CBAC is established as a 501c3 non-profit organization.

Statistics from 2015/2016 and goals for the upcoming season include:



SOCIAL MEDIA
2 X MORE CONTENT
2 X MORE VIEWERS



4 X MORE WEBSITE MEDIA
VIDEOS, PHOTOS AND SNOW PROFILES

28 YouTube VIDEOS CREATED WITH OVER 20,000 VIEWS



CURRENT BUDGET \$60,000
GOAL FOR 2016-2017 **\$70,000**
GOAL FOR 2017-2018 **\$80,000**

CBAC events are the highlight of my winter...
...besides skiing!



ATTENDANCE AT OUTREACH AND EDUCATIONAL EVENTS
INCREASED 30%



150 STAFF FIELD DAYS
COMPLEMENTS OF 1 NEW FULL-TIME FORECASTER + 3 HIGHLY QUALIFIED FORECASTERS + 1 PRO OBSERVER

GOALS FOR THE UPCOMING SEASON(S) INCLUDE :



PURCHASING A SNOWMOBILE FOR IMPROVED ACCESS AND EFFICIENCY

CREATING A SECOND FULL-TIME FORECASTER POSITION



INCREASING OUTREACH THROUGH ENHANCED MEDIA AND EVENTS.

ALL OF THIS GOES TOWARDS MAKING A SAFER BACKCOUNTRY.

2016/2017 BUSINESS SPONSORSHIP

#1

WHITE ROOM SPONSOR

- * Logo/Web link Banner Ad on all Web Pages
Exclusive to your business genre on first come first served basis (i.e. if you are a ski shop you will be the only ski shop listed for the season)
- * Video Sponsor: month-long ad space for CBAC YouTube videos
- * Ad placement and mention at all events
- * Logo on our 2016-2017 T-shirt
- * Token gift of a CBAC apparel

AMOUNT \$3,000

#3

KNEE DEEP SPONSOR

- * Logo/web link on CBAC website homepage footer
OR month-long video sponsor
- * Token gift of a CBAC apparel

AMOUNT \$500

#2

WAIST DEEP SPONSOR

- * Priority Logo/Web link on CBAC website
- * Video Sponsor: month-long ad space for CBAC YouTube videos (state-wide audience)
- * Mention at all events
- * Logo on our 2016-2017 T-shirt
- * Token gift of a CBAC apparel

AMOUNT \$1,000

#4

BOOT TOP SPONSOR

- * Logo on our 2016-2017 T-shirt OR 1 month of ad space on daily email advisories OR KAYV
- * Send Vector logo artwork to:
cbac@cavalanchecenter.org
- * DEADLINE November 16, 2016

AMOUNT \$200

2016/2017 EVENT SPONSORSHIP

As an event sponsor your business logo will appear on all printed collateral advertising the event and on the website. Your business will consistently be mentioned throughout the announcing of the event and you are welcome to hang a banner alongside CBAC banners at the event. **Note : you are responsible for getting your banner to CBAC for hanging and for picking it up after the event.*

DECEMBER 2, 2016

AVALANCHE AWARENESS NIGHT

Help fund our annual and largest outreach event, drawing an audience of 300+ for a fun and educational night at Mountaineer Square.

AMOUNT \$2,000

DECEMBER 3, 2016

BEACON BRUSH UP

In its fifth year, the Beacon Brush Up offers FREE avalanche rescue instruction and drills in town, followed by beer and raffle at the Alpioneer.

AMOUNT \$1,000

FEBRUARY 2017

GO DEEPER BEER TASTING

In its fourth year, GO DEEPER is a beer tasting event held at the Brick Oven. An amazing raffle and copious amounts of delicious beer are on tap.

AMOUNT \$1,000

MARCH 2017

43rd al johnson

Crested Butte's iconic springtime event to benefit the CBAC, the AJ draws hundreds of costume-clad telemark skiers in this one-of-a-kind race on Mt. Crested Butte.

AMOUNT \$2,000