

2019 / 2020 Sponsorship Opportunities

ABOUT US The CBAC is a 501c3 non-profit avalanche center.

Staff

Than Acuff *Executive Director*

Karen Williams Development Director

Forecasters

Evan Ross Eric Morrow Ian Havlick Zach Kinler

Board of Directors

Steve Banks Chad Berardo Ben Breslauer Jim Duffy John Dugenske Keitha Kostyk Chris Read Seth Tucker The unique and diverse snow climate, acres of pristine wilderness of the Elk Mountains and the remoteness of Crested Butte, Colorado, has presented challenges and limitations for statewide forecasting operations. The result is a need for accurate snow and avalanche information in the Gunnison Valley. From this need the Crested Butte Avalanche Center (CBAC) was born in 2002. Unlike other government funded centers, the CBAC was started by volunteer forecasters issuing daily forecasts from a basement work station.

Each year the CBAC strives to make huge improvements to meet the demands of our growing backcountry community.

Our major goals each year are:

- To provide the most accurate avalanche and weather information to help all winter outdoor recreational users make the most informed decisions when traveling in the winter backcountry environment.
- To secure enough funding to competitively pay and retain professional forecasters and staff, year after year.
- To raise general public awareness about the Crested Butte Avalanche Center, avalanches and safe backcountry travel through various community outreach events held throughout the winter.

5 ways to get the most accurate weather and avalanche information...



Online at cbavalanchecenter.org



Give us your **email** and we'll send it to you every day!



Tune into **KBUT** or **KAYV** daily at 8:00am and listen.



Visit our **YouTube** channel for field videos.



#CBAVY on **Instagram** and **Facebook** for real time updates.

2018 DIGITAL + FINANCIAL REVIEW 2019

October 15, 2018 - April 15, 2019

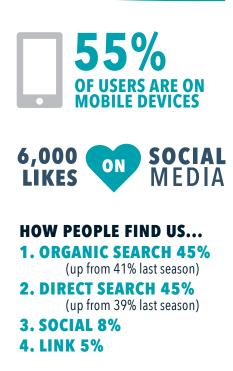
CBAVALANCHECENTER.ORG



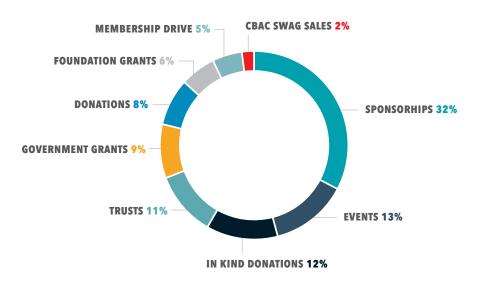
CBAC WEBSITE TRAFFIC jumped significantly in 2018-2019 likely due to the historic avalanche

cycle we saw during the first two weeks of March. It shows the impact we make in our community regarding avalanche conditions in our area.

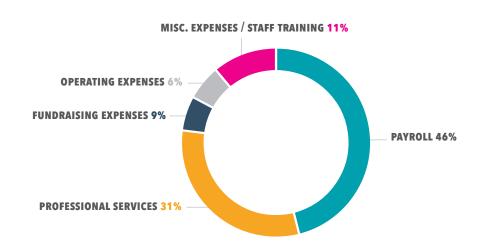
Overall digital traffic is CONCENTRATED in Colorado 56% Gunnison Valley 44% Denver, Ft. Collins, Boulder, Colorado Springs



WHERE DOES OUR MONEY COME FROM?



WHERE DOES OUR MONEY GO?



2019 / 2020 Sponsorship Opportunities

Than Acuff Executive Director, CBAC

SNOWPACALYPSE SPONSOR \$5,000

* Limited to 4 sponsors annually *

1 OF ONLY 4 LOGOS ON THE CBAC SNOWMOBILE TRAILER

High visibility in town and at trailheads throughout the entire Gunnison valley.



• Website banner ad

Top of the page placement on ALL web pages, exclusive to your business genre, on a first come first served basis. For example: if you are a ski shop you will be the only ski shop listed for the season.

• Video sponsor

Video sponsor month-long ad space for CBAC YouTube videos. Our analytics show that our videos are typcially watched in full, meaning sponsor logos get fantastic exposure.

- Logo on event advertising and mention at all events
- Preferred banner placement at all events
- NEW! Token gift of a CBAC Custom Flannel
- Logo on our 2019/20 T-shirt

DEADLINE for CBAC to receive your Logo : October 15, 2019 Send Vector logo artwork to: cbavalanche@gmail.com

T-shirt space is limited to the first 35 logos, with placement preference based on sponsorship level

WHITE ROOM SPONSOR \$3,000

• Website banner ad

Top of the page placement on ALL web pages, exclusive to your business genre, on a first come first served basis. For example : if you are a ski shop you will be the only ski shop listed for the season.

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WAIST DEEP SPONSOR \$1,500

• Priority logo and website link on CBAC website

Every website page footer contains sponsor logos. Waist Deep Sponsors share the top row. Space limited to 5 sponsor logos/links.

• Video sponsor

Video sponsor month-long ad space for CBAC YouTube videos. Our analytics show that our videos are typcially watched in full, meaning sponsor logos get fantastic exposure.

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THIGH DEEP SPONSOR \$750

- Logo and website link on CBAC website footer OR month-long video ad
- Token Gift of CBAC T-shirt
- Logo on our 2019/20 T-shirt

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KNEE DEEP SPONSOR \$500

- 1 month of ad space on daily email advisories
- Logo on our 2019/20 T-shirt

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T-shirt space is limited to the first 35 logos, with placement preference based on sponsorship level

BOOT TOP SPONSOR \$250

• Two weeks of ad space on daily email advisories Timing TBD by CBAC

BUSINESS MEMBER SPONSOR

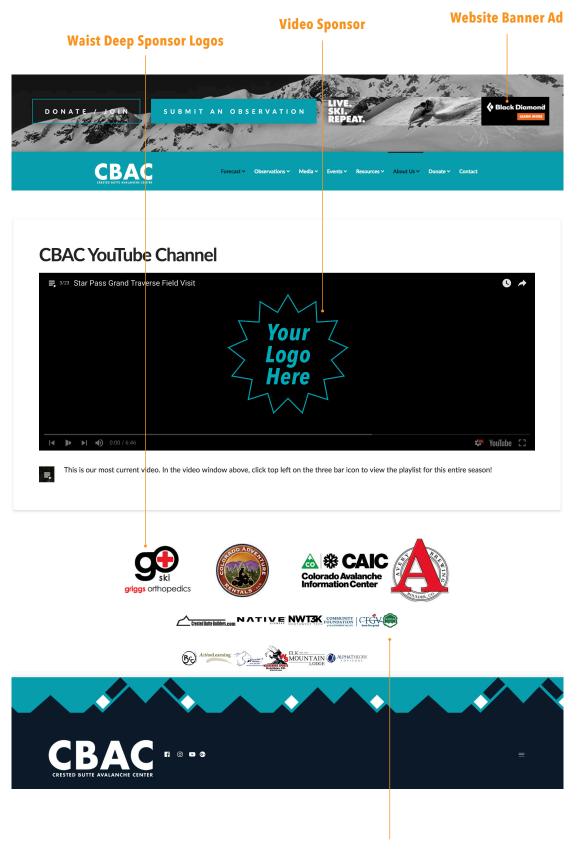
YES! I or my business will offer %______ off of goods or services to Crested Butte

Avalanche Center Members.

Custom deal :

Minimum discount offer required is 15%. Offers valid 12/1/19-11/30/2020.

HOW CBAC WEBSITE + VIDEO SPONSORSHIP WORK



Knee Deep Sponsor Logos

EVENT SPONSORSHIP

Avalanche Awareness Night Saturday, December 7, 2019

Highlights

Our largest outreach and educational event of the year, with presentations from CBAC forecasters, guest speakers, industry representatives and professionals.

- Between 300-500 participants
- Professional Presentations
- Membership Sign Up
- Pizza and Beer
- Raffle of sponsor donated prizes
- CBAC swag debut, sale and general stoke

Title Sponsor : \$2,000

- Business logo on all printed collateral and CBAC website events page
- Recognition during event
- Preferred banner placement at event venue
- Opportunity for company booth at event

Event Sponsor : \$1,000

- Recognition during event
- Banner placement at venue
- Opportunity for company booth at event

EVENT SPONSORSHIP

Beacon Brush Up Sunday, December 8, 2019

Highlights

A day of FREE avalanche training for the community with beacon courses, rescue drill stations and demonstrations from professionals providing hands-on training. This event has seen significant participant growth and we expect this season to be better than ever!

- 100-200 participants
- Brand specific beacon training
- Beacon software updates
- Beacon practice park
- Real-life scenarios and rescue demos
- Discounts on rescue gear at the Alpineer

Title Sponsor : \$1,000

- Business logo on all printed collateral and CBAC website events page
- Shout-outs during event
- Preferred banner placement at event venue
- Opportunity for company booth at event

Event Sponsor : \$500

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- Banner placement at venue
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WE NEED YOUR SUPPORT.

Cash is King.

Tax-deductible donations allow us the freedom to allocate money into programs and events that need it most, and to keep improving the quality and quantity of our products.

Product is great too!

The CBAC is known for exceptional raffles and giveaways that keep the community stoke high. We are incredibly grateful for desireable product donations from our sponsors.

Our long and short term goals include :

- Improve the quality and accuracy of our public safety products and advisories
- Purchase and maintain field and forecasting equipment
- Improve our forecast products through research and development
- Deepen our professional partnerships within the greater avalanche community
- Increase our outreach and education to a broader audience
- Expand our education and training opportunities
- Diversify, expand and adapt social media strategies
- Develop sustainable funding sources
- Retain professional, committed and consistent staff

The Crested Butte Avalanche Center is funded entirely from private and business donations and without federal or state support. We are a tax deductible, 501c3 non-profit.

SPONSORHSIP FORN

SNOWPACALYPSE SPONSOR \$5,000

- * Limited to 4 sponsors annually *
- 1 of 4 logo spots on the back of our snowmobile trailer
- Website banner ad
- Video sponsor
- Logo on advertising and mention at all events
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- **NEW!** Token gift of a CBAC Custom Flannel

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BOOT TOP SPONSOR \$250

• 2 weeks of ad space on daily email advisories

BUSINESS MEMBER SPONSOR Member Discount

AVALANCHE AWARENESS NIGHT Title Sponsor \$2,000

AVALANCHE AWARENESS NIGHT Event Sponsor \$1,000

BEACON BRUSH UP Event Sponsor \$500

Logo Art Specifications

Send Vector logo artwork to: cbavalanche@gmail.com DEADLINE October 15, 2019 LIMITED 35 LOGOS ON T-SHIRT

Shippi	ng Addres	55	
City	State	Zip	
Billing	Address		
City	State	Zip	
Phone	Number		
Email			
		ISORSHIP AMOUNT	

First Name (or Business Name)

Check

Please mail checks to : Crested Butte Avalanche Center PO Box 2351 Crested Butte, CO 81224

Online at cbavalanchecenter.org

- Cash

THANK YOU!

Please consider supporting the CBAC.

We are a tax deductible, 501c3 non-profit. Not only are you promoting backcountry safety, but you are also gaining marketing opportunities for a growing and frequently used product for backcountry users.

THAN ACUFF *Executive Director* 970.275.5761 cbavalanche@gmail.com PO Box 2351 Crested Butte, CO 81224

