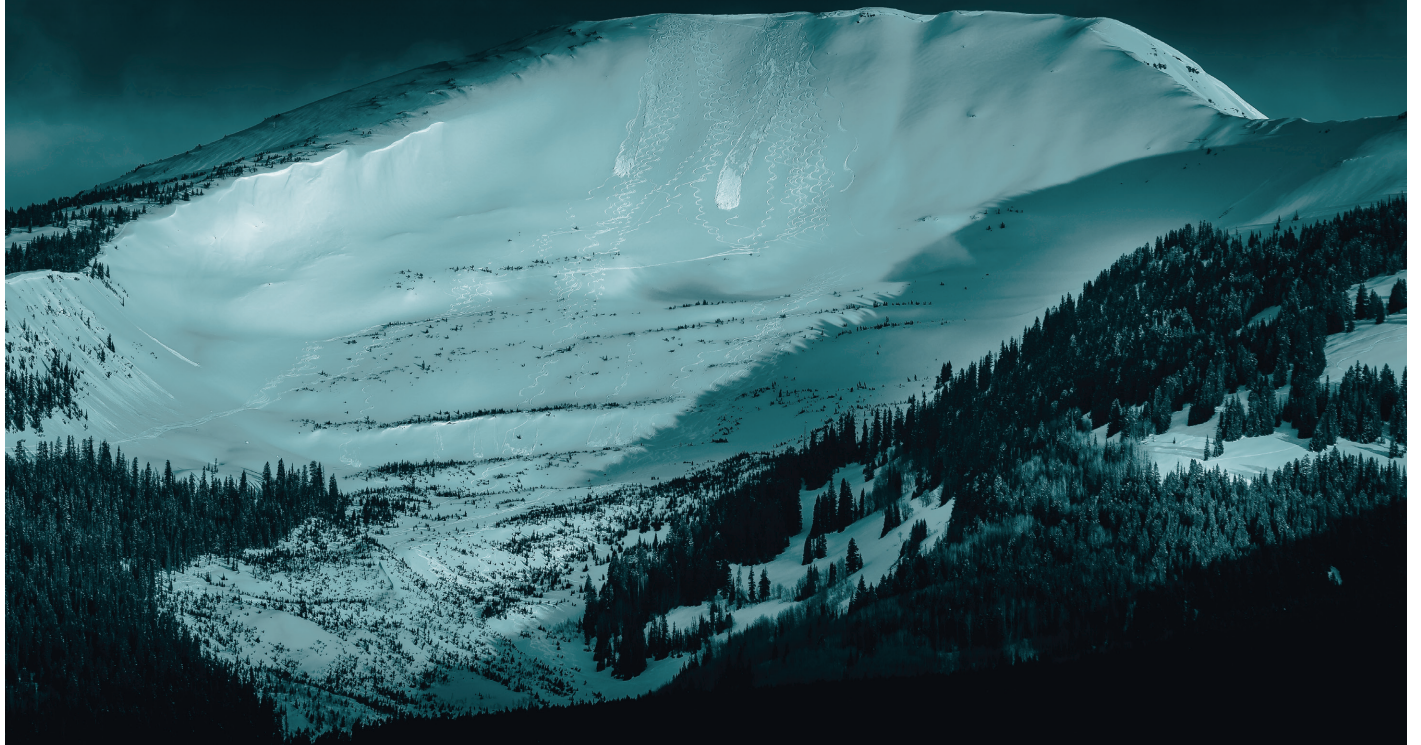




2020/21

# SPONSORSHIP



Evan Kezsom Photography @cbcat

# ABOUT US

---

Each year the CBAC strives to make huge improvements to meet the demands of our growing backcountry community. We anticipate this year being especially busy and are preparing for more outreach and education in addition to our unmatched quality forecasting.

**WE NEED YOUR HELP NOW MORE THAN EVER.**

## 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 FOR THE GENERAL PUBLIC TO GET THE MOST ACCURATE WEATHER AND AVALANCHE INFO...



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.

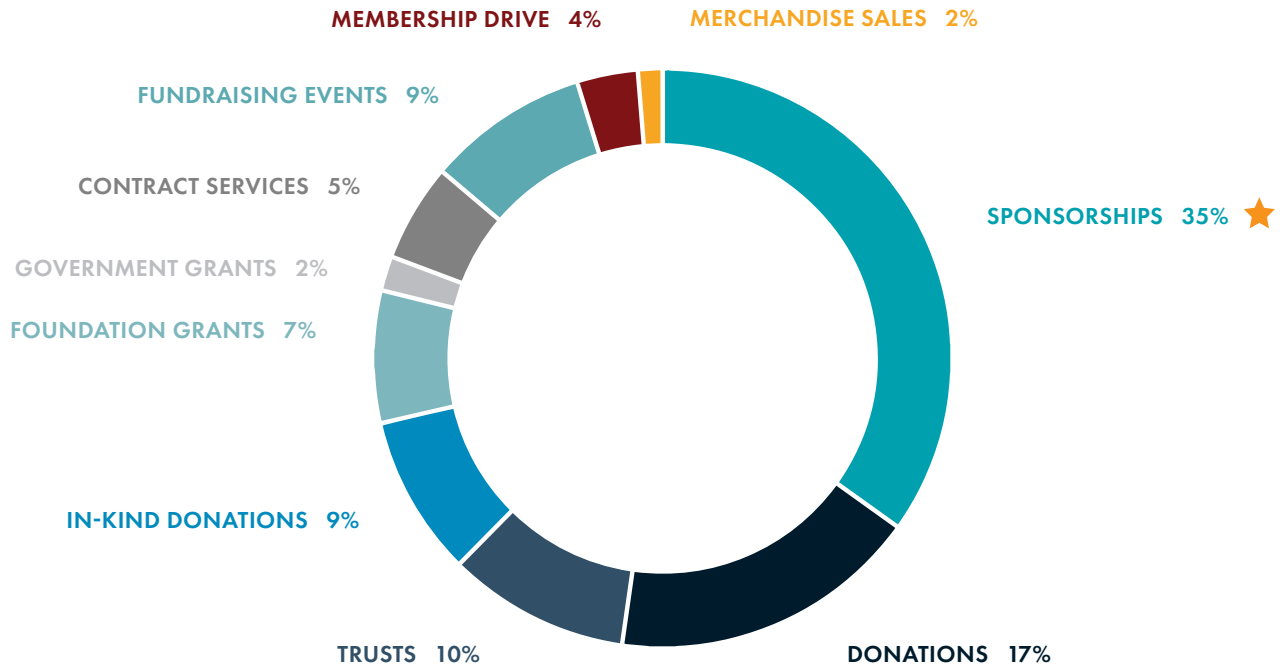


**#CBAVY** on Instagram and Facebook for real time updates.

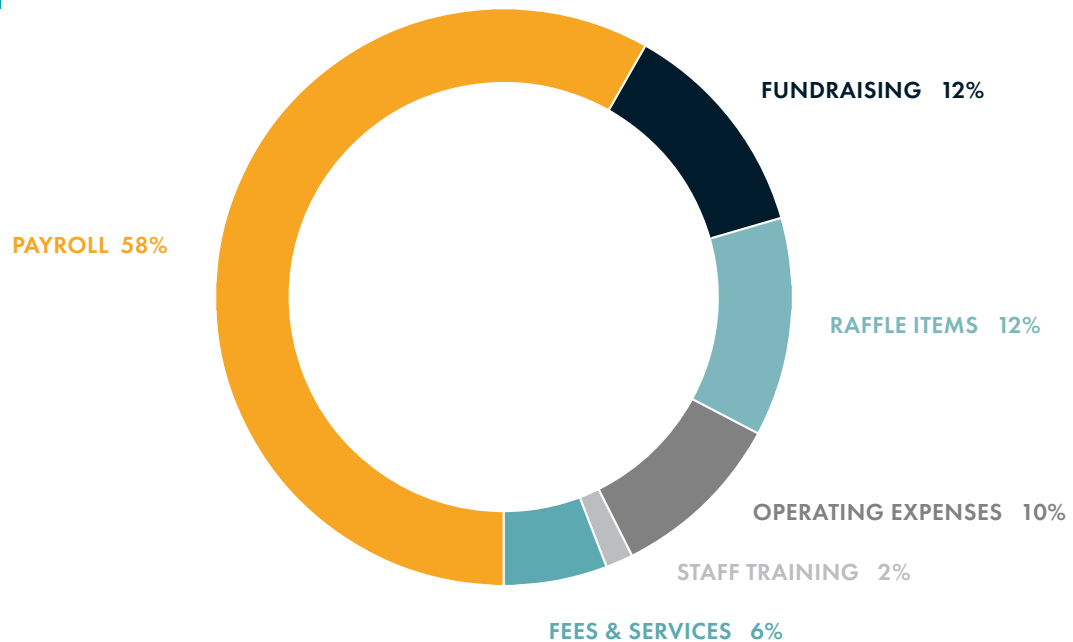
# 2019 FINANCIAL REVIEW 2020

October 15, 2019 - April 15, 2020

## INCOME



## EXPENSES



# 2019 DIGITAL REVIEW 2020

October 15, 2019 - April 15, 2020

## WEBSITE

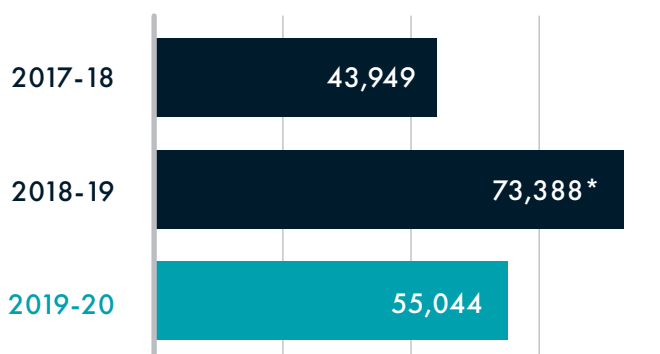
**TOTAL  
WEBSITE  
VISITORS**  **16,706**  
+13,509 from 2018/19

**DIGITAL TRAFFIC IS  
CONCENTRATED IN  
COLORADO**

**56%** Gunnison Valley

**44%** Denver, Boulder,  
Colorado Springs,  
Ft. Collins

## USER SESSIONS



## WAYS PEOPLE FOUND CBAC ONLINE:

**45.6%** ORGANIC SEARCH

**48.1%** DIRECT SEARCH\*

**3.7%** SOCIAL

**2.6%** LINK

\* During the winter of 2018/2019 we had a large and destructive avalanche cycle in March, and user sessions increased dramatically due to this. This past season was "average" and while our numbers did not quite meet the winter of 2018/2019, they increased 8% from the last average season of 2017/2018.

\* Direct search for CBAC increased from last season while social and direct links have decreased. This means more people are aware of who we are and the services we provide, which is one of our organizational goals.

**105,805**  
page views



The average person visited the website 1.92 times which equals 105,805 page views. Some people visited only once; a smaller subset visited daily.



## TIME SPENT ON OUR SITE

The average person spent 2.37 minutes on our website (up from 2.23 minutes last season)



**52.75%**

of users are on a mobile device

## SOCIAL MEDIA



facebook

**6,895** FOLLOWERS



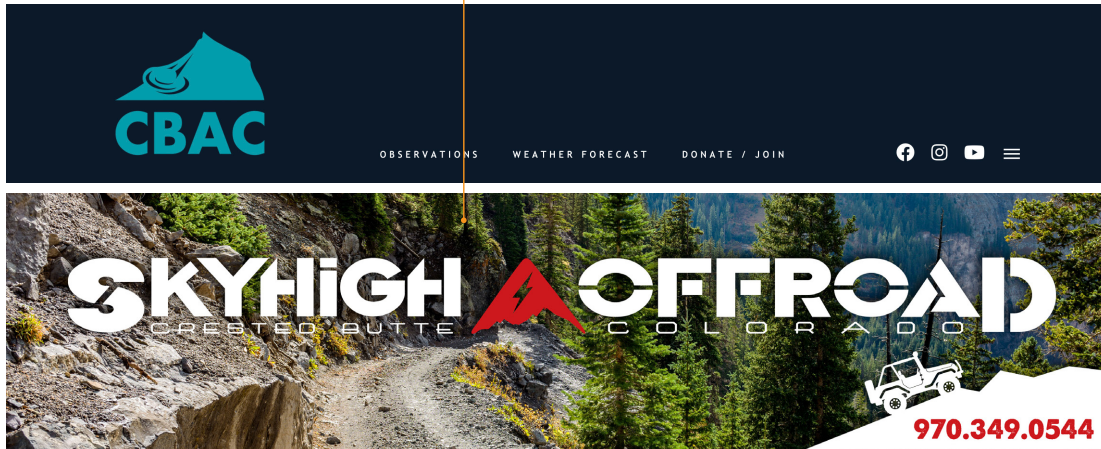
Instagram

**3,517** FOLLOWERS

**CBAC GAINED 895 new followers this season!**

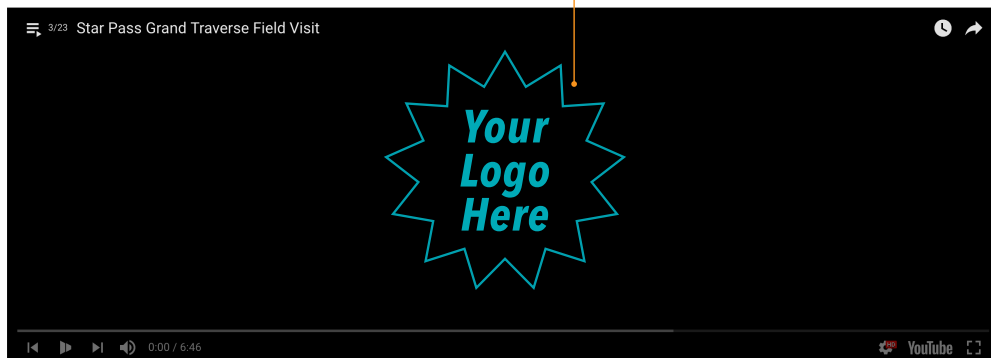
# HOW CBAC WEBSITE + VIDEO SPONSORSHIP WORK

## Website Banner Ad



## Video Sponsor

### CBAC YouTube Channel



This is our most current video. In the video window above, click top left on the three bar icon to view the playlist for this entire season!

## Waist Deep Sponsor Logos



## Knee Deep Sponsor Logos



# SNOWPACALYPSE SPONSOR \$5,000

\* Limited to 4 sponsors annually for maximum visibility \*

## ■ 1 of ONLY 4 logos on the back of 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 pages, exclusive to your business genre, first come first served.

*Example: 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.

Our analytics show that our videos are typically watched in full, meaning sponsor logos get optimal exposure.

## ■ Logo on event advertising and mention at all events

## ■ Preferred banner placement at all events

## ■ Token gift

## ■ Logo on our 2020/21 Apparel **Deadline for CBAC to receive your Logo : October 16, 2020**

Send Vector logo artwork to: [cbavalanche@gmail.com](mailto:cbavalanche@gmail.com)

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



## WHITE ROOM \$3,000

### ■ Website banner ad

Top of the page placement on ALL pages, exclusive to your business genre, first come first served.

*Example: 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.

Our analytics show that our videos are typically watched in full, meaning sponsor logos get optimal exposure.

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### ■ Token gift

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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

---

## WAIST DEEP \$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 logo/link.

### ■ Video sponsor

Month-long ad space for CBAC YouTube videos.

Our analytics show that our videos are typically watched in full, meaning sponsor logos get optimal exposure.

### ■ Logo on event advertising and mention at all events

### ■ Preferred banner placement at all events

### ■ Token gift

### ■ Logo on our 2020/21 Apparel **Deadline for CBAC to receive your Logo : October 16, 2020**

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

## THIGH DEEP \$750

- Logo and website link on CBAC website footer OR month-long video ad
  - Token gift
  - Logo on our 2020/21 Apparel **Deadline for CBAC to receive your Logo : October 16, 2020**  
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
- 

## KNEE DEEP \$500

- 1 month of ad space on daily email advisories
  - Logo on our 2020/21 Apparel **Deadline for CBAC to receive your Logo : October 16, 2020**  
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
- 

## BOOT TOP SPONSOR \$250

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

## MEMBERSHIP 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 12/1/20-11/30/2021.*



# **AVALANCHE AWARENESS NIGHT**

## **SATURDAY, DECEMBER 5, 2020**

**Our largest outreach and educational event of the year!**

**An evening filled with presentations from CBAC forecasters, guest speakers, industry representatives, professionals, locals and visitors alike.**

- 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**

As we all know, things are a little different this year. We are planning to have the same 'ol events you know and love, but with a Plan C (for Covid) option. WE STILL NEED YOUR SPONSORSHIP to make it happen and will work hard to get the most exposure possible for your business. Work with us and we'll work with you! Thanks for considering it!

# BEACON BRUSH UP

## SUNDAY, DECEMBER 6, 2020

A day of **FREE avalanche training for the community**. Participate in beacon and rescue drill stations and engage in 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**

- Shout-outs during event
- Banner placement at venue
- Opportunity for company booth at event

### **EVENT SPONSORSHIP**

As we all know, things are a little different this year. We are planning to have the same 'ol events you know and love, but with a Plan C (for Covid) option. WE STILL NEED YOUR SPONSORSHIP to make it happen and will work hard to get the most exposure possible for your business. Work with us and we'll work with you! Thanks for considering it!

# WE NEED YOUR SUPPORT.

Not only are you promoting backcountry safety, but you are also gaining marketing opportunities for a growing and frequently used product for backcountry users.

## 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 desirable 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

# THANK YOU!

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

- ☐ **SNOWPACALYPSE \$5,000**  
 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  
 Preferred banner placement at all events  
 Logo on our 2020/21 Apparel  
 Token gift

- ☐ **WHITE ROOM SPONSOR \$3,000**  
 Website banner ad  
 Video sponsor  
 Logo on advertising and mention at all events  
 Preferred banner placement at all events  
 Logo on our 2020/21 Apparel  
 Token gift

- ☐ **WAIST DEEP SPONSOR \$1,500**  
 Priority logo and website link on CBAC website  
 Video sponsor  
 Logo on our 2020/21 Apparel  
 Token gift

- ☐ **THIGH DEEP SPONSOR \$750**  
 Logo and website link on CBAC website footer  
 OR month-long video ad  
 Logo on our 2020/21 Apparel  
 Token Gift

- ☐ **KNEE DEEP SPONSOR \$500**  
 1 month of ad space on daily email advisories  
 Logo on our 2020/21 Apparel

- ☐ **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**  
**EVENT SPONSOR \$1,000**

- ☐ **BEACON BRUSH UP**  
**EVENT SPONSOR \$500**

### Logo Art Specifications

Send Vector logo artwork to: cbavalanche@gmail.com  
 DEADLINE October 16, 2020 LIMITED 35 LOGOS ON T-SHIRT

First Name (or Business Name)

Last Name

Shipping Address

City State Zip

Billing Address

City State Zip

Phone Number

Email

### TOTAL SPONSORSHIP AMOUNT

\$

☐ Cash

☐ Check

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

☐ Online at [cbavalanchecenter.org](http://cbavalanchecenter.org)