

# CBAC

2017/2018 **SPONSORSHIP** INFORMATION

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## Note from the Executive Director

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*It's such a great pleasure to be back leading our forecasting team here in Crested Butte, Colorado, after a hiatus of training forecasters and avalanche instructors around the country for the last 15 years. Winter never gets old here and I anticipate watching every snowflake fall in the Elk Mountains.*

*This season we are fortunate and proud to welcome back Ian Havlick and Evan Ross as returning Forecasters, and Karen Williams as our Development Director. Please reach out anytime with questions, suggestions, or backcountry observations!*

*Of course none of this would be possible without the consideration of you, our beloved sponsors. Thank you for taking the time to learn about the CBAC and hopefully you will share in our passion to help the community travel more safely in the backcountry.*

**Ben Pritchett** *Executive Director, CBAC*



## About us

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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.

**In the past decade, the CBAC has made huge improvements to meet the demands of our growing backcountry community.**

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### Our team includes:

- 1 fulltime director/lead forecaster
- 2 part time forecasters
- 1 part time admin staff
- 10 board members

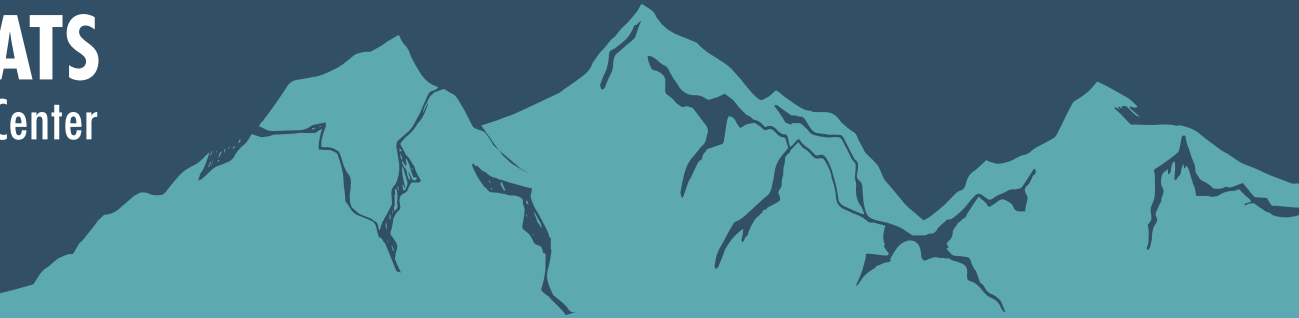
### Our community includes:

- 58 sponsors
- 427 subscribers
- 1,226 Instagram subscribers
- 4,928 Facebook likes

*\*based on 2016/2017 season analytics*

# 2016-2017 FACTS + STATS

Compiled by the Crested Butte Avalanche Center



170 STAFF FIELD DAYS



144,748  
WEBSITE  
VIEWS



~350

AVALANCHE AWARENESS  
NIGHT ATTENDEES

~150

BEACON BRUSHUP  
ATTENDEES

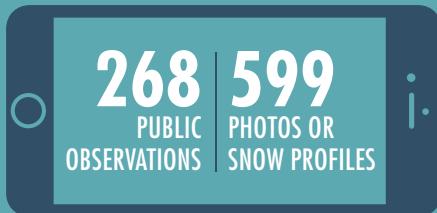


139 DAILY  
AVALANCHE  
ADVISORIES

## SOCIAL MEDIA

45 YouTube VIDEOS  
CREATED

61,726 MINUTES WATCHED!



268

PUBLIC  
OBSERVATIONS

599

PHOTOS OR  
SNOW PROFILES

~170 POSTS



~220 POSTS



CURRENT BUDGET  
\$70,000

GOAL FOR 2017-2018  
\$80,000



### GOALS FOR THE UPCOMING SEASON(S) INCLUDE :

SECURE A PERMANENT HEADQUARTERS + UPDATE AND MAINTAIN FORECASTING EQUIPMENT

# CBAC

2017/2018 **SPONSORSHIP** OPPORTUNITIES

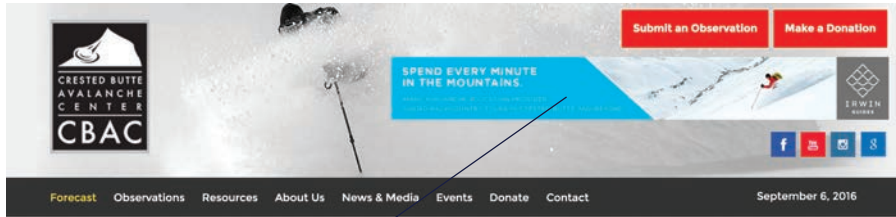


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# WHITE ROOM SPONSOR

## \$3,000 ANNUALLY

WHAT YOU GET:



### 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. (See pg. 4 for analytics)

4/2/16 Peeler Peak Field Day



### VIDEO SPONSOR

Month-long ad space for CBAC YouTube videos. (See pg. 4 for analytics. We expect this to grow again in 2017/18)

- LOGO ON ADVERTISING AND MENTION AT ALL EVENTS
- PREFERRED BANNER PLACEMENT AT ALL EVENTS
- LOGO ON OUR 2017/18 T-SHIRT
- TOKEN GIFT OF A CBAC APPAREL

# WAIST DEEP SPONSOR

## \$1,500 ANNUALLY

WHAT YOU GET:



### PRIORITY LOGO / LINK ON CBAC WEBSITE

Every page footer contains sponsor logos. Waist Deep Sponsors share the top row, space limited to 5 sponsor logos / links. (See pg. 4 for analytics)

4/2/16 Peeler Peak Field Day



### VIDEO SPONSOR

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- LOGO ON OUR 2017/18 T-SHIRT
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# AVALANCHE AWARENESS NIGHT

FRIDAY, DECEMBER 8, 2017

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

## EVENT INFORMATION

- 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
- 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



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EVENT SPONSORSHIP

# BEACON BRUSHUP

**SATURDAY, DECEMBER 9, 2017**

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!

## EVENT INFORMATION

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

## TITLE SPONSOR : \$1,000

- Business logo on all printed collateral and CBAC website
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## EVENT SPONSOR : \$500

- Shout-outs during event
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EVENT SPONSORSHIP

# GO DEEPER BEER TASTING EVENT

**FRIDAY, JANUARY 26, 2018**

It almost always snows around this event, so work off the beer with exceptional backcountry recreation! Like the rest of our events this one has increased in participation and has outgrown it's usual space, the Brick Oven. Watch for a new venue and exciting raffle items in 2017/18!

## EVENT INFORMATION

- \$30 to sample donated Colorado microbrews
- Great raffle of typically one high dollar item
- Excellent elbow rubbing with industry professionals and skiers
- Raising general community stoke and awareness

## TITLE SPONSOR : \$1,000

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## EVENT SPONSOR : \$500

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# AL JOHNSON TELEMARK RACE

**SUNDAY, MARCH 18, 2018**

Celebrating the rich history of telemark skiing and competition in Crested Butte, the "AJ" is the most iconic race of the year. Quintessential Crested Butte: costumes, telemark skiing, extreme terrain and fun!

## EVENT INFORMATION

- 200+ participants
- Uphill-downhill telemark event on Mt. Crested Butte
- Exciting and carnage-filled finish on "The Last Steep"
- After party, raffle and beer
- Wacky costumes galore!

## TITLE SPONSOR : \$2,000

- Business logo on all printed collateral and CBAC website
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## EVENT SPONSOR : \$1,000

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



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# WE NEED YOUR SUPPORT TO KEEP IT ALL GOING.

**Cash is King.** Tax-deductible donations allow us the freedom to allocate 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.

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

## 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 committed and consistent staff
- Commit to a long-term office space and physical location for the CBAC



**WHITE ROOM SPONSOR** \$3,000

Website Banner Ad  
Month-long Video Ad  
Logo on Advertising and Mention at all Events  
Preferred Banner Placement at all Events  
Logo on 2017/18 Apparel  
Token Gift of CBAC Apparel

**WAIST DEEP SPONSOR** \$1,500

Priority Logo / Link on CBAC Website  
Month-long Video Ad  
Logo on 2017/18 Apparel  
Token Gift of CBAC Apparel

**KNEE DEEP SPONSOR** \$750

Logo / Link on CBAC Website Footer OR Month-long Video Ad  
Logo on 2017/18 Apparel  
Token Gift of CBAC Apparel

**BOOT TOP SPONSOR** \$250

Logo on our 2017/18 T-shirt OR 1 month of ad space on daily email advisories OR KAYV  
Send Vector logo artwork to: [cbac@cbavalanchecenter.org](mailto:cbac@cbavalanchecenter.org)  
DEADLINE November 17, 2017

**BUSINESS MEMBER**

**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 through 12/31/18.*

### AVALANCHE AWARENESS NIGHT

TITLE SPONSOR \$2,000

I would like to reserve booth space at event

EVENT SPONSOR \$500

I would like to reserve booth space at event

### BEACON BRUSH UP

TITLE SPONSOR \$1,000

I would like to reserve booth space at event

EVENT SPONSOR \$500

I would like to reserve booth space at event

### GO DEEPER BEER TASTING

TITLE SPONSOR \$1,000

I would like to reserve booth space at event

EVENT SPONSOR \$500

I would like to reserve booth space at event

### AL JOHNSON

TITLE SPONSOR \$2,000

I would like to reserve booth space at event

EVENT SPONSOR \$1,000

I would like to reserve booth space at event



FIRST AND LAST NAME / HOW YOU WOULD LIKE TO BE RECOGNIZED

SHIPPING ADDRESS

CITY STATE ZIP

BILLING ADDRESS

CITY STATE ZIP

PHONE NUMBER

EMAIL

**Total Sponsorship** (total from previous page)

\$ \_\_\_\_\_

**Please mail checks to :**

Crested Butte Avalanche Center

PO Box 2351

Crested Butte, CO 81224

**Credit**

CARD NUMBER

EXPIRATION

SECURITY CODE

NAME ON CARD

EMAIL RECEIPT TO



CRESTED BUTTE  
AVALANCHE  
C E N T E R

**CBAC**

— *"We do it every day"* —

## 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.

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**BEN PRITCHETT** EXECUTIVE DIRECTOR 970.209.7594  
cbac@cavalanchecenter.org PO Box 2351 Crested Butte, CO 81224

**CBAVALANCHECENTER.ORG**

**THANK YOU!**