



2018/19 **SPONSORSHIP**

CBAC
CBAVALANCHECENTER.ORG

ABOUT US

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

STAFF

Than Acuff

Executive Director

Steve Banks

Lead Forecaster

Eric Morrow

*Full-time Forecaster
(2nd Season)*

Ian Havlick

*Part-time Forecaster
(5th Season)*

Evan Ross

*Part-time Forecaster
(4th Season)*

Karen Williams

Development Director

BOARD OF DIRECTORS

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.

FROM THE TOP

Than Acuff, Executive Director



Suffice it to say, the energy is electric heading into the 2018-2019 season.

After 8 years on the board I've been hired as the Executive Director and am extremely excited for the upcoming season. Not only do we have an opportunity to work with The North Face and Matchstick Productions on a film project, but we have our forecasting crew returning for another season and have hired a new full time forecaster to compliment our lead forecaster in providing complete coverage of the mountains surrounding Crested Butte. Our daily bulletins and videos have gained national attention and local support is at an all time high.

COMING UP THIS SEASON

Steve Banks, Lead Forecaster



I am stoked to be coming full circle with the CBAC and back into the forecaster chair.

After forecasting for many years, then becoming the Executive Director for a few, then sitting on the BOD for the past 5 years I am looking forward to working more directly with our awesome forecast team and helping move the center forward in new ways. Plus, now I get to slay more powder with the new Executive Director!

2017 **DIGITAL + FINANCIAL REVIEW** 2018

October 15, 2017 - April 12, 2018

CBAVALANCHECENTER.ORG



THE AVERAGE PERSON...
visited 3.5 times and spent about 2:20+ minutes on our home page

the weather + accident report page comes in a close second, indicating users spend a lot of time on our site.

Overall digital traffic is HIGHLY CONCENTRATED in Colorado

22% Gunnison Valley
78% Denver, Ft. Collins, Boulder



55%

OF USERS ARE ON MOBILE DEVICES

5,000 LIKES



SOCIAL MEDIA

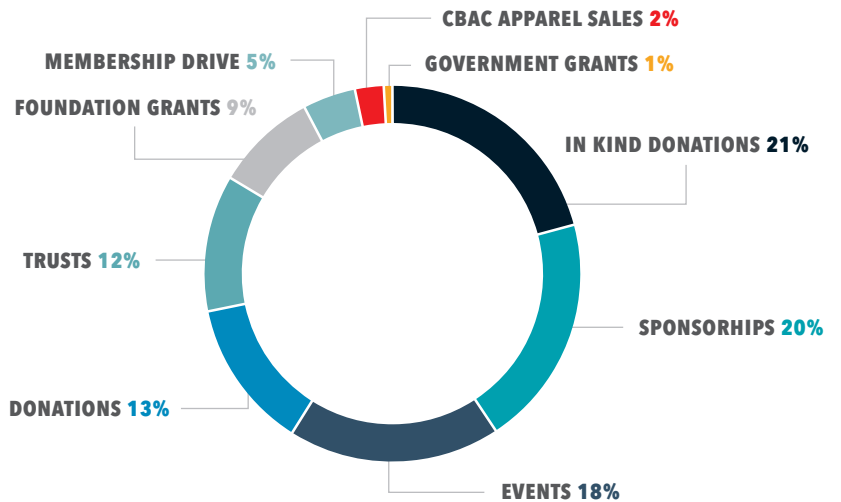
ON AVERAGE OUR VIDEOS ARE WATCHED IN FULL

51K IN 2017-18

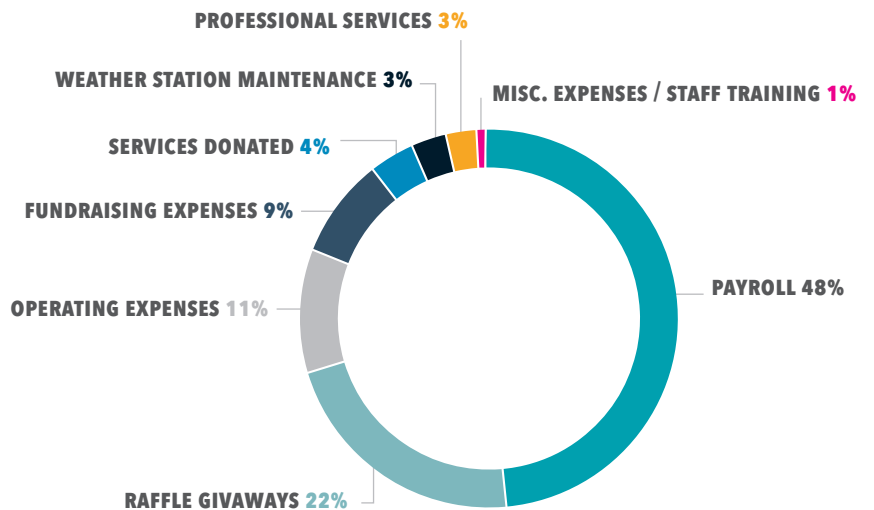
81K IN 2016-17

MEANING SPONSOR LOGOS GET FANTASTIC EXPOSURE!

WHERE DOES THE MONEY COME FROM?



WHERE DOES OUR MONEY GO?



SPONSORSHIP OPPORTUNITIES



CBAC

CBAVALANCHECENTER.ORG

Avery Brewing Company Official Beer Sponsor

NEW! SNOWPACALYPSE SPONSOR \$5,000

** Limited to 4 sponsors annually **

1 of 4 logo spots on the back of the CBAC snowmobile trailer

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 typically watched in full, meaning sponsor logos get fantastic exposure.

Logo on event advertising and mention at all events

Preferred banner placement at all events

Logo on our 2018/19 apparel

Token gift of a CBAC apparel

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.

Video sponsor

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 fantastic exposure.

Logo on event advertising and mention at all events

Preferred banner placement at all events

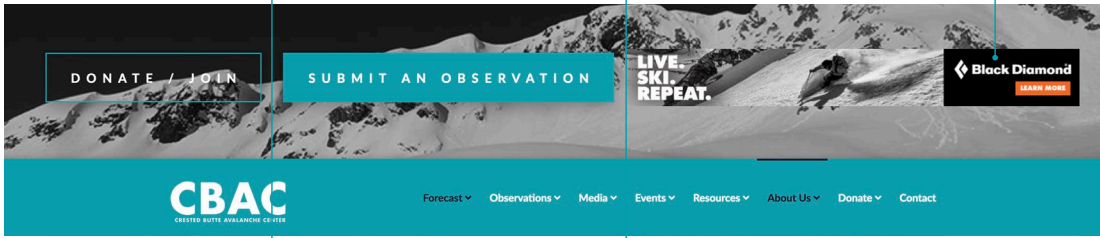
Logo on our 2018/19 apparel

Token gift of a CBAC apparel

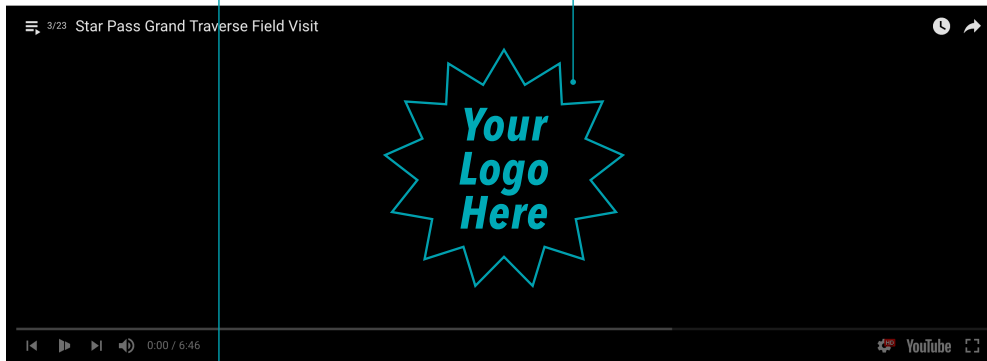
Waist Deep Sponsor Logos

Video Sponsor

Website Banner Ad



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!



Knee Deep Sponsor Logos

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 typically watched in full, meaning sponsor logos get fantastic exposure.

Logo on our 2018/19 apparel

Token gift of a CBAC apparel

KNEE DEEP SPONSOR \$750

Logo and website link on CBAC website footer OR month-long video ad

Logo on 2018/19 apparel

Token Gift of CBAC apparel

BOOT TOP SPONSOR \$250

Logo on our 2018/19 apparel OR 1 month of ad space on daily email advisories OR KAYV

Send Vector logo artwork to: cavalanche@gmail.com

ARTWORK DEADLINE November 5, 2018 **SPACE LIMITED TO THE FIRST 45 LOGOS**

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 12/1/18-11/30/2019.

EVENT SPONSORSHIP

Avalanche Awareness Night

SATURDAY, DECEMBER 1, 2018



Avalanche Awareness Night 2017

EVENT INFORMATION

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 on 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

Beacon Brush Up

SUNDAY, DECEMBER 2, 2018



Beacon Brush Up 2016

EVENT INFORMATION

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 demonstrations
- Discounts on rescue gear at the Alpineer

Title Sponsor : **IRWIN GUIDES**

- 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

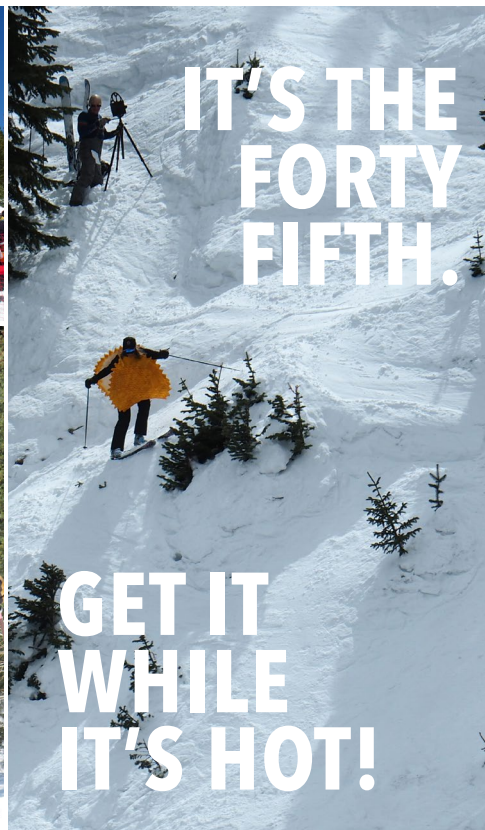
Event Sponsor : **\$500**

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

EVENT SPONSORSHIP

45th Annual Al Johnson Telemark Race

SUNDAY, DECEMBER 2, 2018



Al Johnson 2018

EVENT INFORMATION

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!

- 200+ participants
- Uphill-downhill telemark event on Mt. Crested Butte
- The most exciting finish on "The Last Steep" (*conditions permitting*)
- After party, raffle and beer
- Wacky costumes galore!

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 : \$1,000

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

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 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 committed and consistent staff
- Commit to a long-term office space and physical location

The Crested Butte Avalanche Center is funded entirely from private and business donations and without government support.

We are a tax deductible, 501c3 non-profit.

SPONSORSHIP FORM

NEW! 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
- Preferred banner placement at all events
- Logo on our 2018/19 apparel
- Token gift of a CBAC apparel

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 2018/19 apparel
- Token gift of a CBAC apparel

WAIST DEEP SPONSOR \$1,500

- Priority logo and website link on CBAC website
- Video sponsor
- Logo on our 2018/19 apparel
- Token gift of a CBAC apparel

KNEE DEEP SPONSOR \$750

- Logo and website link on CBAC website footer OR month-long video ad
- Logo on 2018/19 apparel
- Token Gift of CBAC apparel

BOOT TOP SPONSOR \$250

- Logo on our 2018/19 apparel OR 1 month of ad space on daily email advisories OR KAYV

Send Vector logo artwork to: cbavalanche@gmail.com

DEADLINE November 5, 2018 LIMITED TO 45 LOGOS

BUSINESS MEMBER SPONSOR

Member Discount

AVALANCHE AWARENESS NIGHT

Title Sponsor \$2,000

AVALANCHE AWARENESS NIGHT

Event Sponsor \$500

BEACON BRUSH UP

Event Sponsor \$500

45TH AL JOHNSON TELEMAR RACE

Title Sponsor \$2,000

45TH AL JOHNSON TELEMAR RACE

Event Sponsor \$500

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**

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

CBAVALANCHECENTER.ORG