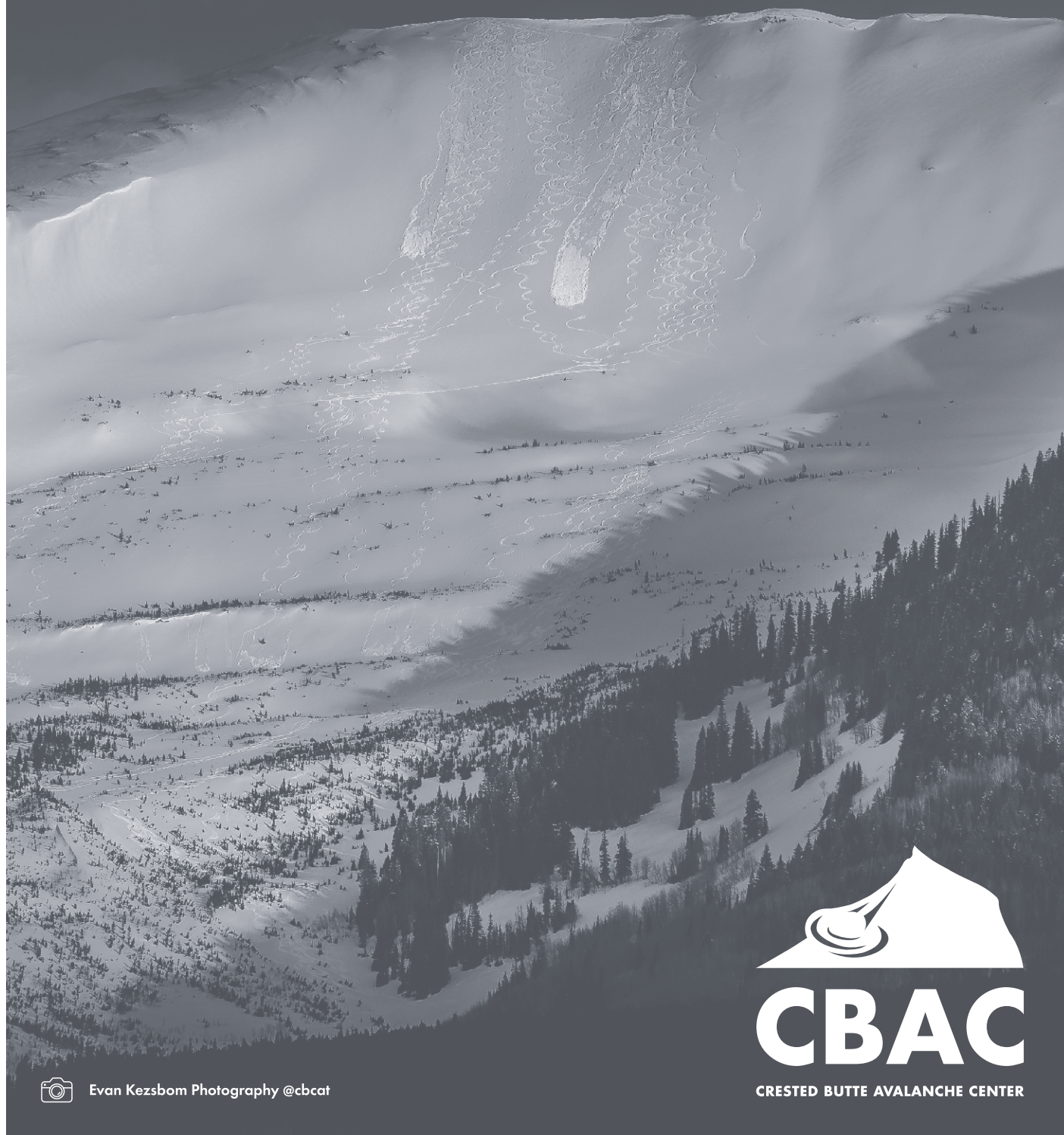


2021/22

SPONSORSHIP



CBAC

CRESTED BUTTE AVALANCHE CENTER



Evan Kezsbom Photography @cbcat

ABOUT US

The CBAC is a 501 c3 non-profit avalanche center

OUR MISSION

The Crested Butte Avalanche Center's (CBAC) sole purpose is to prevent the loss of life, limb, and property to natural and triggered avalanches in the backcountry surrounding Crested Butte. The CBAC provides valuable and necessary information and education to residents, visitors, and recreationalists in the Gunnison Valley, disseminating content through website, email, radio, social media, newspaper, and outreach events. The CBAC issues daily avalanche advisories, including mountain weather forecasts, avalanche danger ratings, expected avalanche problems, travel advice, and forecast discussion, through the winter season, with fall and spring updates as conditions warrant. The CBAC provides additional resources, such as public and professional snowpack, weather, and avalanche observations, weather stations, and educational events and material.

OUR TEAM



ZACH GUY
Lead Forecaster



EVAN ROSS
Forecaster



ERIC MURROW
Forecaster



IAN HAVLICK
Outreach
Coordinator



ZACH KINLER
Outreach +
Forecaster Assistant

OUR STAFF

THAN ACUFF
Executive Director

KAREN WILLIAMS
Development Director

BOARD OF DIRECTORS

KEITHA KOSTYK
President

STEVE BANKS
Vice President

SETH TUCKER
Secretary

TARA ALLMAN
BEN BRESLAUER
JIM DUFFY
JOHN DUGENSKA
KIRK HASKELL
ANDY SOVICK

5 EASY WAYS TO STAY INFORMED...



CBAVALANCHECENTER.ORG



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



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



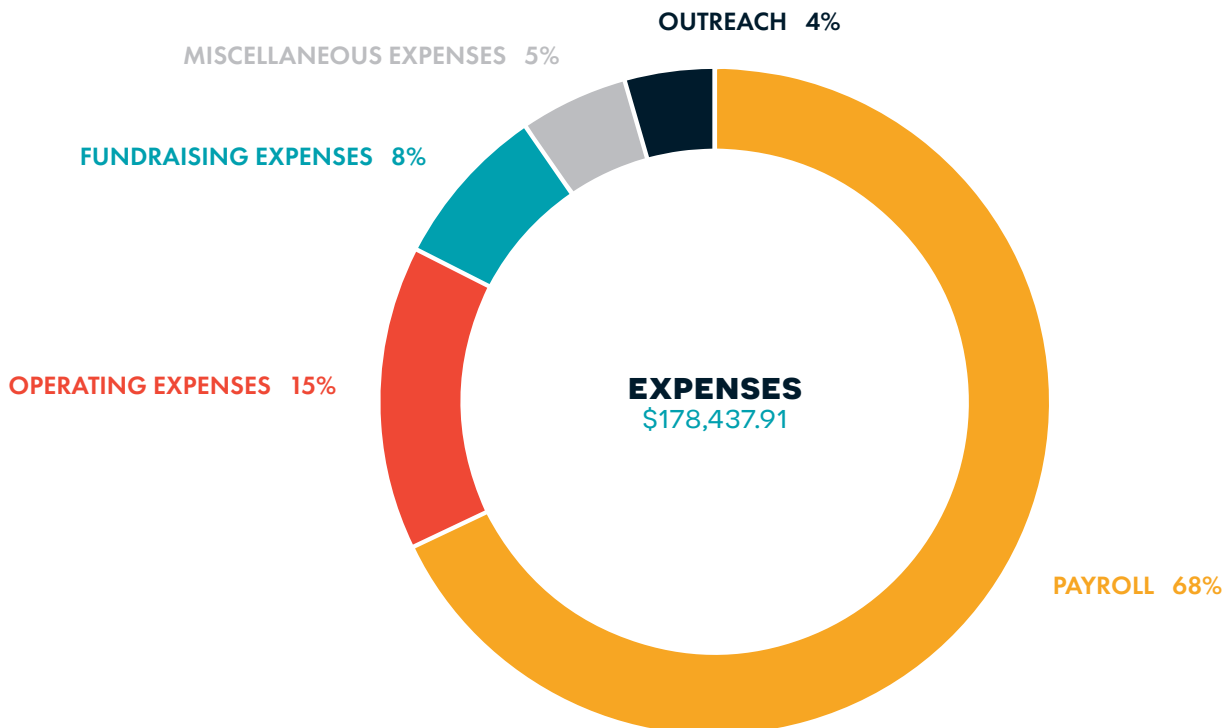
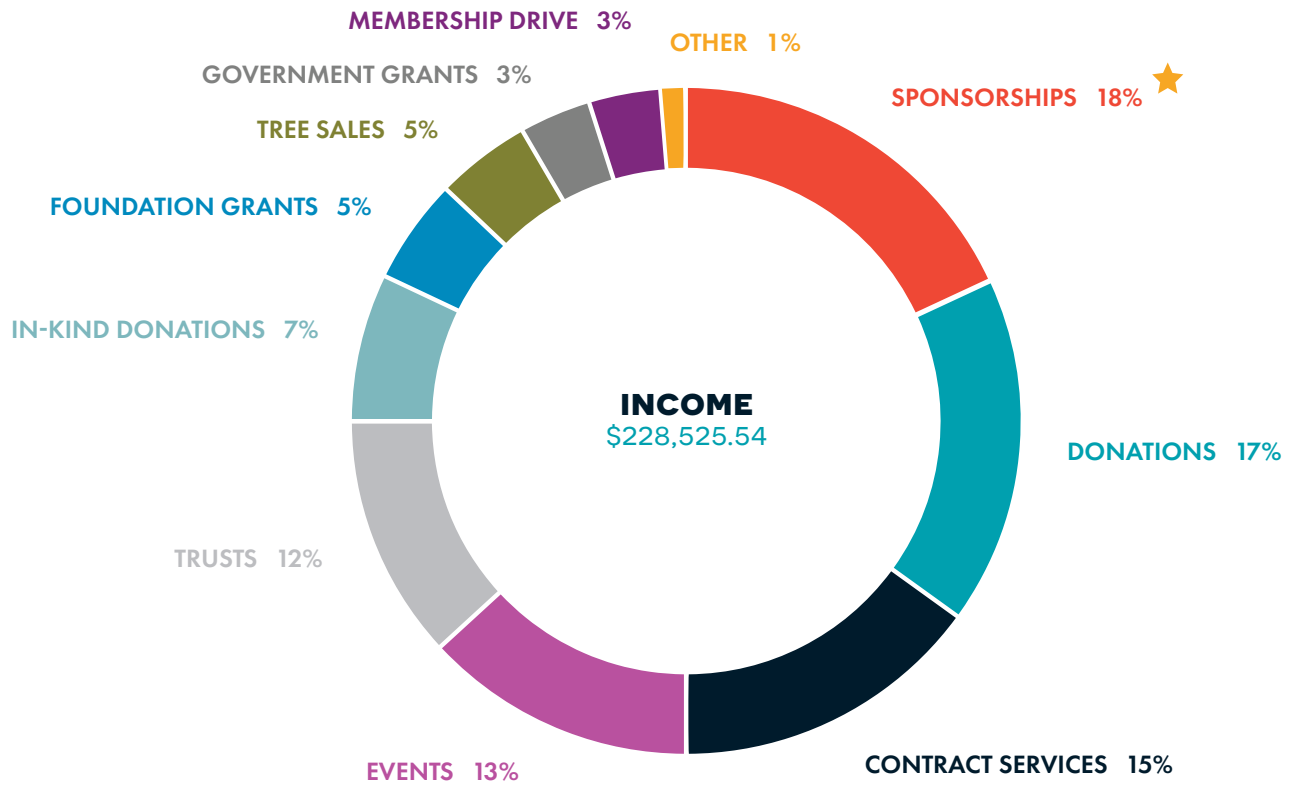
Visit our **YouTube** channel for field videos.



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

2020 FINANCIAL REVIEW 2021

June 1, 2020 - May 31, 2021



2020 DIGITAL REVIEW 2021

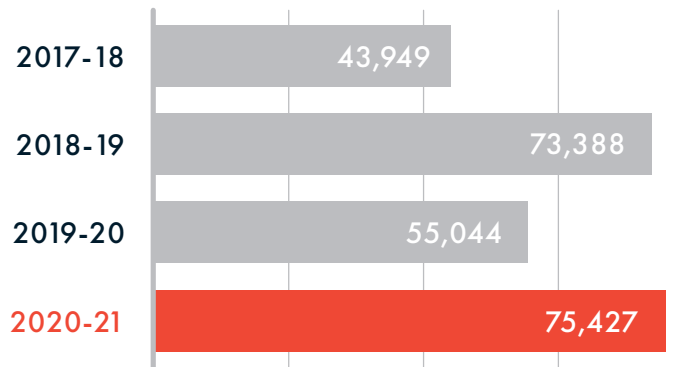
October 15, 2020 - April 15, 2021

CBAVALANCHECENTER.ORG

TOTAL WEBSITE VISITORS ↑ **27,972**
Up 67% from 2019/20

↑ **THE AVERAGE PERSON SPENT 2.45 MINUTES ON OUR WEBSITE**
(up from 2.37 minutes last season)

USER SESSIONS



DIGITAL TRAFFIC IS CONCENTRATED IN COLORADO

56% Gunnison Valley

44% Denver, Boulder, Colorado Springs, Ft. Collins & beyond

WAYS PEOPLE FOUND CBAC ONLINE:

44% ORGANIC SEARCH

39% DIRECT SEARCH

13% SOCIAL up from 3.7% last season

Social links increased dramatically last winter. This shows us that our presence on social media is critical to connecting with our user groups.

129,739 PAGE VIEWS



AN 8% INCREASE FROM LAST YEAR



61% OF CBAC'S USERS ARE CONNECTING ON A MOBILE DEVICE.



THIS IS UP FROM 53% LAST SEASON

CBAC saw the trend and invested in a website platform that is also mobile device friendly.

SOCIAL MEDIA



facebook

3,852 NEW FOLLOWERS



Instagram



We increased our presence this winter to help educate more users and draw a larger audience to the website.

WEBSITE TRAFFIC SOURCED FROM SOCIAL MEDIA INCREASE BY

251%

This growth is partially attributed to more content: we nearly doubled the number of Facebook and Instagram posts this winter, and also began posting stories (313 in total) to each platform as a way of communicating relevant and timely avalanche activity, warnings, etc.

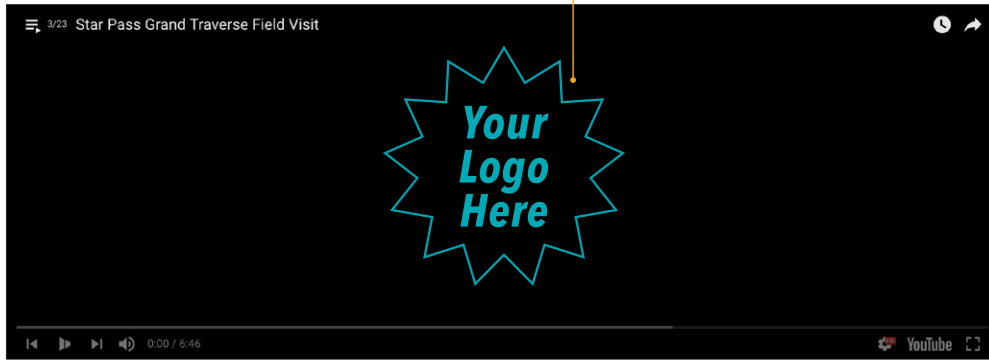
HOW CBAC WEBSITE + VIDEO SPONSORSHIP WORK

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



Thigh 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 2021/22 Apparel **Deadline for CBAC to receive your Logo : October 22, 2021**

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 \$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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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 2021/22 Apparel **Deadline for CBAC to receive your Logo : October 22, 2021**

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 2021/22 Apparel **Deadline for CBAC to receive your Logo : October 22, 2021**
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 2021/22 Apparel **Deadline for CBAC to receive your Logo : October 22, 2021**
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 12/1/21-11/30/2022.

AVALANCHE AWARENESS NIGHT

SATURDAY, DECEMBER 4, 2021

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. Last year was completely virtual and can still be viewed on the CBAC YouTube channel. This year we are aiming for a hybrid event, in-person live audience combined with filming and live broadcasting online for viewers outside of the valley.

- Between 300-500 participants and virtual attendance was well over 1,000
- 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

Thank you Roman and Black Tie Ski Rentals for committing to Awareness Night Title Sponsor again this year!

EVENT SPONSOR : \$1,000

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

BEACON BRUSH UP

SUNDAY, DECEMBER 5, 2020

A day of FREE avalanche training for the community. All ages welcome.

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! Last year we went virtual and the various Beacon Brush Up videos had several hundred to more than 1,000 views spread across YouTube and Instagram.

- 100-200 participants and several hundred to over 1,000 views on YouTube and Instagram.
- 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

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, 501 c3 non-profit organization.

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:

- **Continue to evaluate and improve** upon the split of two separate forecast zones. We encountered some challenges including public confusion and a high concentration of use at the zone boundaries, among other issues.
- **Develop an in-house database** for quality control, workflow efficiency, and better data visualization tools for both the public and the forecasters, along with a local accidents and near-miss database. The CBAC currently utilizes the CAIC database for data.
- **Look for solutions** to a decreasing trend in public observations in recent years. Public observations have decreased by 22% in the past four years, despite increasing usage. Some avenues to explore include: developing an app, offering a text hotline, public messaging, and creating clearer options for anonymity.
- **Look for a funding partner** to develop a local Avalanche Terrain Exposure Scale (ATES) map. The map would serve as an additional planning resource to help users recognize avalanche terrain and where to travel to avoid it.
- **Develop a tutorial on how to read and apply the forecast.**
- **Develop a curriculum** of avalanche education for kids between the ages of 8 and 15 in the Gunnison Watershed School District.
- **Expand outreach efforts** to the lower Gunnison Valley with more events focused towards Gunnison residents including the motorized community.
- **Establish** an accessible, free, community avalanche rescue (beacon) park to foster improved rescue skills and awareness.

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 2021/22 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 2021/22 Apparel
 Token gift

WAIST DEEP SPONSOR \$1,500
 Priority logo and website link on CBAC website
 Video sponsor
 Logo on our 2021/22 Apparel
 Token gift

THIGH DEEP SPONSOR \$750
 Logo and website link on CBAC website footer
 OR month-long video ad
 Logo on our 2021/22 Apparel
 Token Gift

KNEE DEEP SPONSOR \$500
 1 month of ad space on daily email advisories
 Logo on our 2021/22 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~~ Thank you Black Tie!
 EVENT SPONSOR \$1,000

BEACON BRUSH UP
 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

Logo Art Specifications
 Send Vector logo artwork to: cbavalanche@gmail.com
DEADLINE October 22, 2021 LIMITED 35 LOGOS ON APPAREL