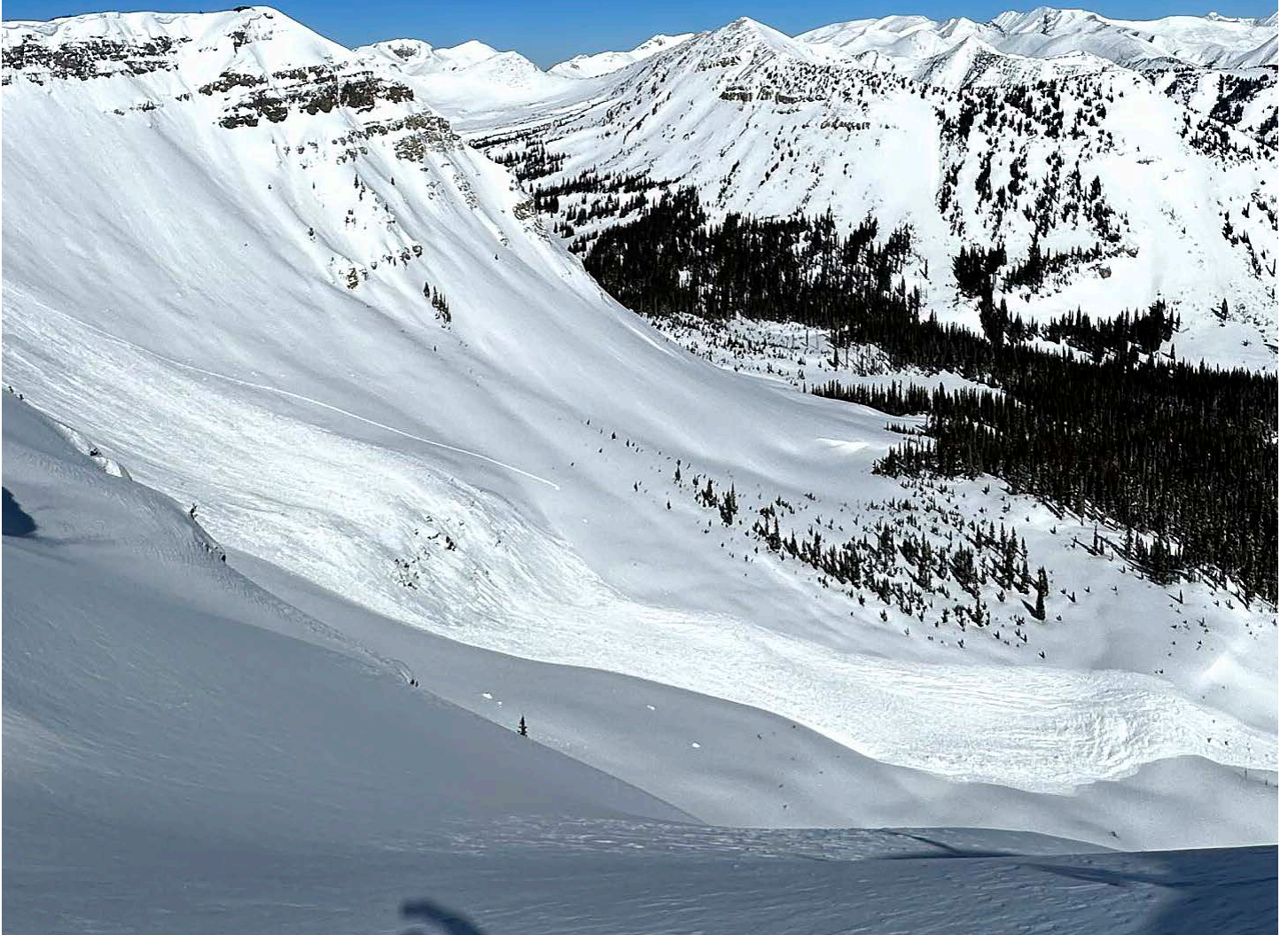




SPONSORSHIP 2023 / 2024



WHO WE ARE

MISSION

The sole purpose of the Crested Butte Avalanche Center (CBAC) is to prevent the loss of life, limb, and property to natural and triggered occurrence of avalanches in Crested Butte and the surrounding backcountry.

The CBAC provides valuable and needed information and education to residents, visitors, and recreationalists in the Gunnison Valley, disseminating content through website, email, radio, TV, social media, newspaper, and outreach events. The CBAC issues daily avalanche advisories and mountain weather forecasts for two forecast zones in the Gunnison Valley. The CBAC provides additional resources, such as daily observations, weekly videos, weather stations, and educational events and material.

OUR TEAM

FORECASTERS

Zach Guy Lead Forecaster
Evan Ross Forecaster
Eric Murrow Forecaster
Aaron Peterson Outreach

STAFF

Than Acuff Executive Director
Karen Williams Development Director

BOARD OF DIRECTORS

Keitha Kostyk President
Steve Banks Vice President
Seth Tucker Secretary
Jim Duffy Treasurer
Tara Allman
Ben Breslauer
John Dugenske
Kirk Haskell
Andy Sovick

CBAC
CBAVALANCHECENTER.ORG



5 EASY WAYS TO STAY INFORMED...



ONLINE



DAILY EMAIL



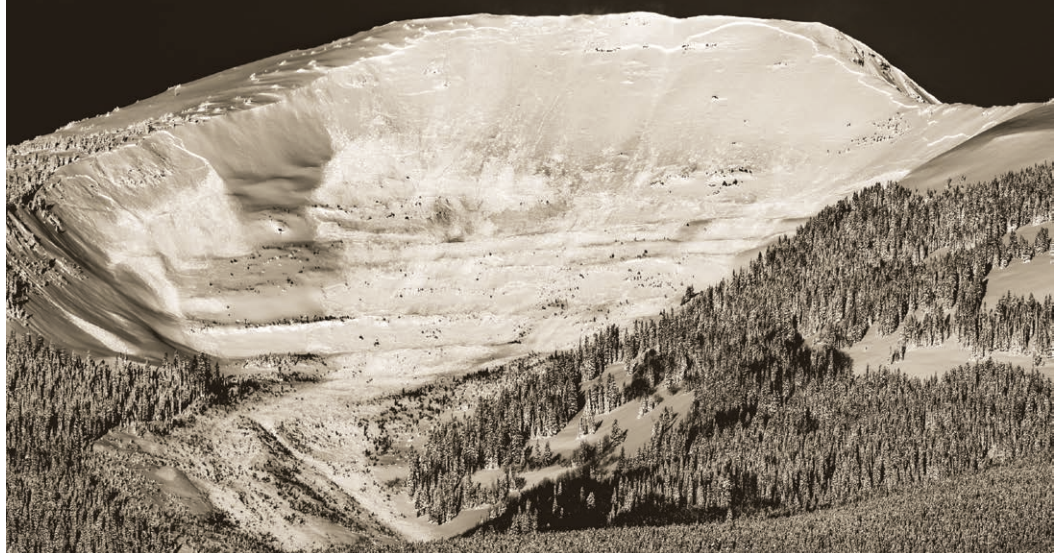
KBUT



YOUTUBE



#CBAVY



2022 FINANCIAL REVIEW 2023

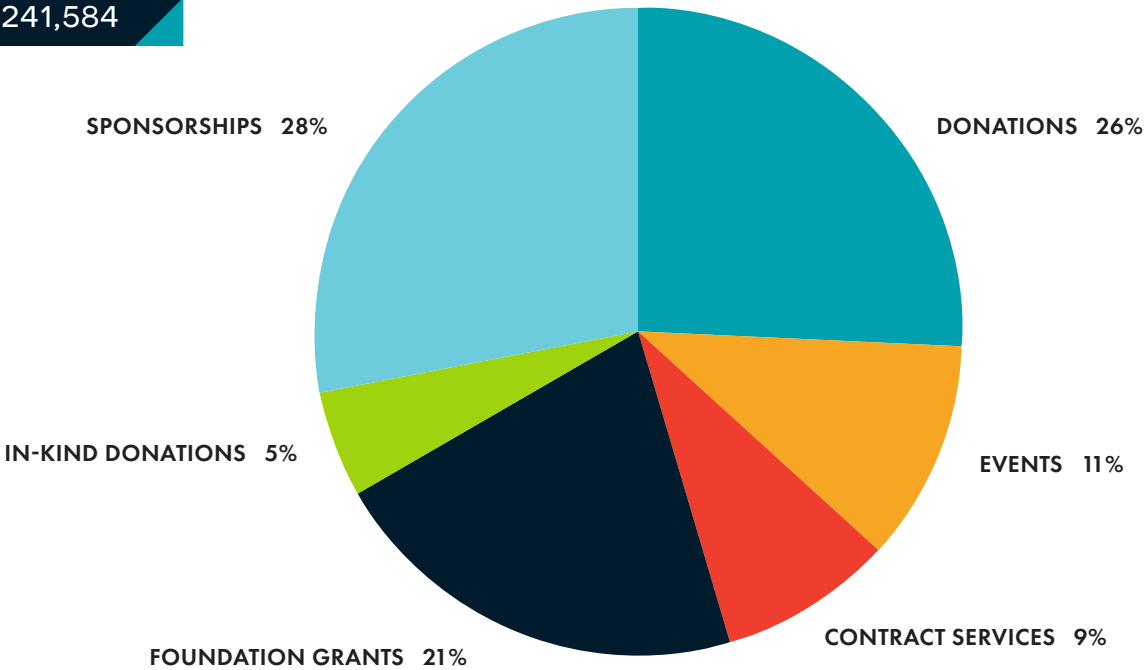
BUDGET

The CBAC continues to operate a well-staffed, Type 1 avalanche center while maintaining a modest budget relative to other centers around the country. The majority of expenses (68%) go directly to forecaster and staff salaries, followed by operating expenses (9%) such as vehicles, website, and office costs. Under this model, the center has maintained a highly experienced and well-qualified staff with a strong field presence in the Gunnison Valley.

The CBAC continues to draw a sustainable income that exceeds expenses. Funds are raised from a variety of sources including business sponsorships, local municipalities, donations, trusts/grants, events, and contract services. Contract services include regular avalanche mitigation work on avalanche paths that impact the Town of Crested Butte, along with snow safety work at local events such as the Gothic Mountain Tour.

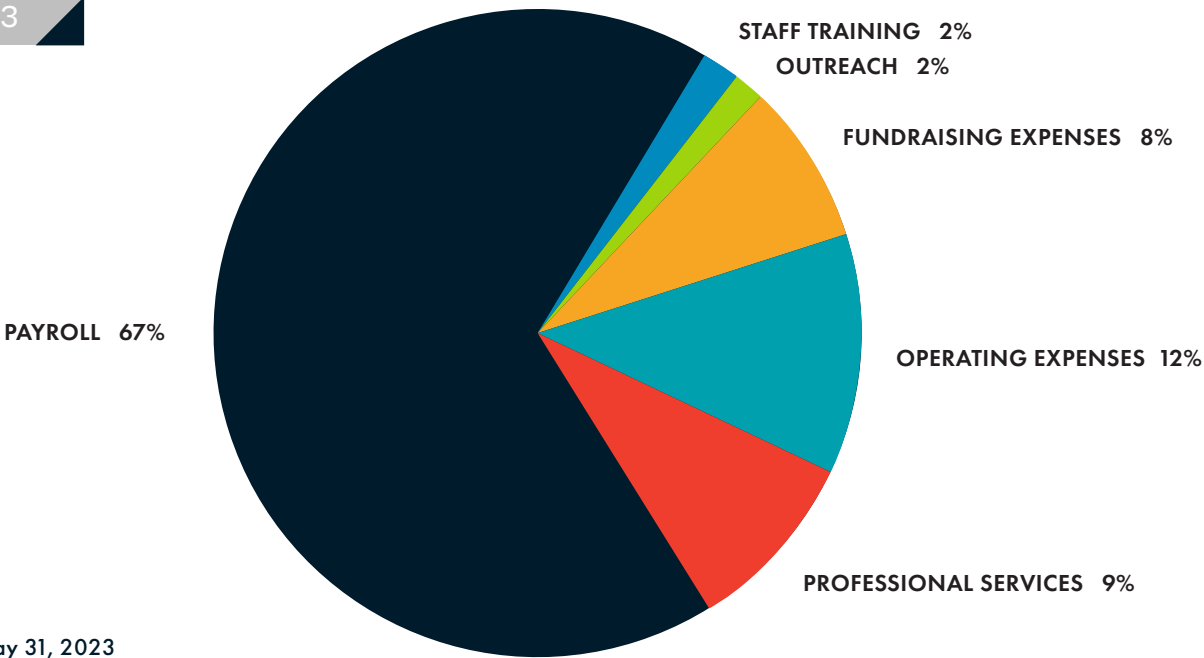
INCOME

\$241,584



EXPENSES

\$216,683



2022 DIGITAL REVIEW 2023

CBAVALANCHECENTER.ORG

WHO'S OUT THERE?

Overall traffic is concentrated in Colorado, including destinations the Gunnison Valley is marketing to.

58% Gunnison Valley

42% Denver, Boulder, Colorado Springs, Ft. Collins & beyond

WEBSITE PAGE VIEWS

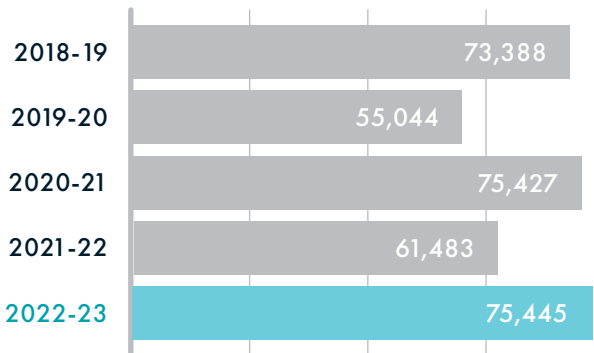
233,129
Up from 204,735 last season.

While we saw a decrease in website visitors, we reached an **all-time high of page views (up 14%)!**



PAGES VIEWED PER SESSION WAS 3.33 PAGES VS 2.45 PAGES LAST SEASON.

USER SESSIONS



TOTAL WEBSITE VISITORS

19,265
Down from 19,936 last season

Our website usage has trended upwards over the past five years, with annual fluctuations driven by external factors such as how big the winter is, newsworthy accidents, and Covid 19-related booms and busts.



THE AVERAGE PERSON SPENT 3.09 MINUTES ON OUR WEBSITE
(up from 2.45 minutes last season)

SOCIAL MEDIA

We continue to post daily content each winter to help educate more users and draw a larger audience to the website. Community feedback has been overwhelmingly positive that our social media platforms are informative, creative, funny, relevant, and interesting.



68% OF CBAC'S USERS ARE CONNECTING ON A MOBILE DEVICE.

HOW YOU FOUND US:

60% DIRECT SEARCH
21% ORGANIC SEARCH
11% SOCIAL MEDIA LINK

While FB link was down, Instagram is up significantly, and continues to show us that social media linking is critical to connecting with our user groups.

20
VIDEOS

THE CBAC FORECASTERS PRODUCED 20 YOUTUBE VIDEOS.

18,337
SOCIAL MEDIA FOLLOWERS

1,582
NEW FOLLOWERS

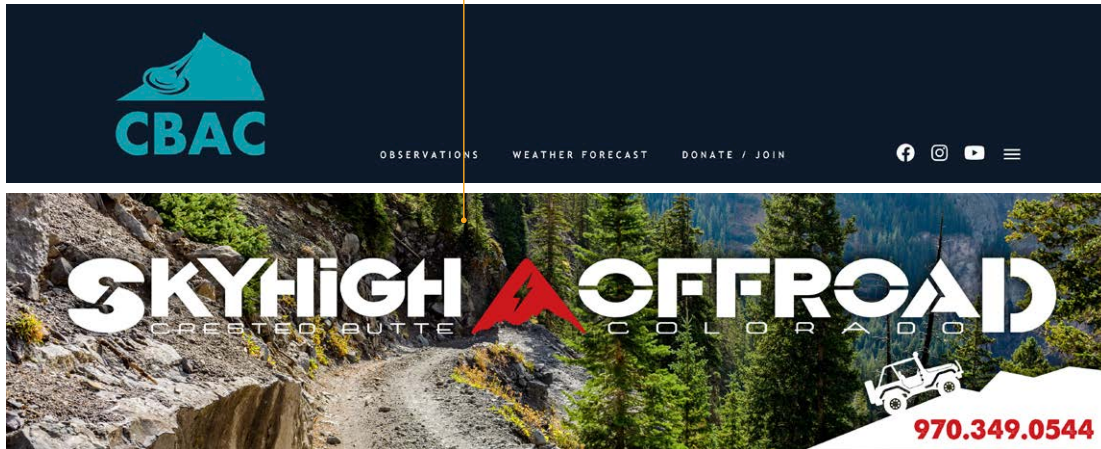
WEBSITE TRAFFIC FROM SOCIAL MEDIA INCREASED BY

9.5%



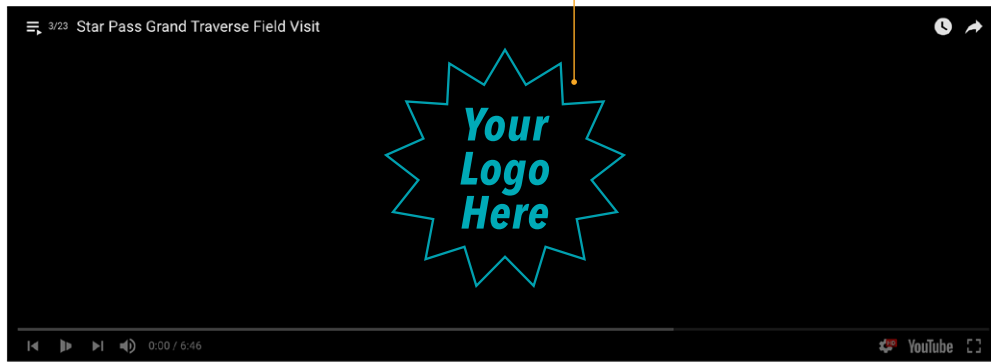
HOW CBAC WEBSITE + VIDEO SPONSORSHIP WORK

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 (728x150px)**

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.

- **Top logo placement on every web page footer**

- **Logo on event advertising and mention at all events**

- **Preferred banner placement at all events**

- **Token gift**

- **Logo on our 2023/24 Apparel** **Deadline for CBAC to receive your Logo : October 25, 2023**

Send Vector logo artwork to: cbavalanche@gmail.com

Apparel logo space is limited to the first 35 logos, with placement preference based on sponsorship level



WHITE ROOM \$3,000

- **Website banner ad (728x150px)**

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.

- **Logo directly below Snowpacalypse sponsors on every web page footer**

- **Logo on event advertising and mention at all events**

- **Preferred banner placement at all events**

- **Token gift**

- **Logo on our 2023/24 Apparel** **Deadline for CBAC to receive your Logo : October 25, 2023**

Send Vector logo artwork to: cbavalanche@gmail.com

Apparel logo space is limited to the first 35 logos, with placement preference based on sponsorship level

WAIST DEEP \$1,500

- **Logo and website link on CBAC website**

Logo on the footer of every web page. Space limited to 5 sponsor logo/link.

- **Video sponsor**

Month-long ad space for CBAC YouTube videos.

- **Logo on event advertising and mention at all events**

- **Preferred banner placement at all events**

- **Token gift**

- **Logo on our 2023/24 Apparel** **Deadline for CBAC to receive your Logo : October 25, 2023**

Send Vector logo artwork to: cbavalanche@gmail.com

Apparel logo 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

Logo on the footer of every web page.

■ Logo on our 2023/24 Apparel **Deadline for CBAC to receive your Logo : October 25, 2023**

Send Vector logo artwork to: cbavalanche@gmail.com

Apparel logo 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

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 12/1/23-11/30/2024.

AVALANCHE AWARENESS NIGHT

FRIDAY, DECEMBER 1, 2023

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. Much like last year, this year will be 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
- 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

SATURDAY, DECEMBER 2, 2023

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 more than 1,000 views spread across YouTube and Instagram.

- 100-200 participants and 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
- Preferred banner placement at event venue
- Opportunity for company booth at event

EVENT SPONSOR : \$500

- 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.
- **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.

- ☐ **SNOWPACALYPSE \$5,000**
1 of 4 logo spots on the back of our snowmobile trailer
Website banner ad
Video sponsor
Top logo placement on every web page footer
Logo on advertising and mention at all events
Preferred banner placement at all events
Logo on our 2023/24 Apparel
Token gift

- ☐ **WHITE ROOM SPONSOR \$3,000**
Website banner ad
Video sponsor
Logo directly below Snowpocalypse on every web page footer
Logo on advertising and mention at all events
Preferred banner placement at all events
Logo on our 2023/24 Apparel
Token gift

- ☐ **WAIST DEEP SPONSOR \$1,500**
Logo and website link on CBAC website
Video sponsor
Logo on event advertising and mention at all events
Logo on our 2023/24 Apparel
Token gift

- ☐ **THIGH DEEP SPONSOR \$750**
Logo and website link on CBAC website footer
Logo on our 2023/24 Apparel

- ☐ **KNEE DEEP SPONSOR \$500**
1 month of ad space on daily email advisories

- ☐ **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 Ski Rentals!
EVENT SPONSOR \$1,000

- ☐ **BEACON BRUSH UP**
TITLE SPONSOR \$1,000
EVENT SPONSOR \$500

PLEASE FILL OUT THIS FORM

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 25, 2023 LIMITED 35 LOGOS ON APPAREL