



# CBAC

CRESTED BUTTE AVALANCHE CENTER

**SPONSORSHIP** 2024 / 2025



# WHO WE ARE



## OUR 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 avalanches in the backcountry surrounding Crested Butte. The CBAC provides valuable and needed information and education to residents, visitors, and recreational users 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.

## 5 WAYS TO STAY INFORMED...



ONLINE



DAILY EMAIL



KBUT



YOUTUBE



#CBAVY

## FORECASTERS

<b>Zach Guy</b>	Lead Forecaster
<b>Evan Ross</b>	Forecaster
<b>Eric Murrow</b>	Forecaster
<b>Aaron Peterson</b>	Outreach

## STAFF

<b>Than Acuff</b>	Executive Director
<b>Karen Williams</b>	Development Director

## BOARD OF DIRECTORS

<b>Keitha Kostyk</b>	President
<b>Steve Banks</b>	Vice President
<b>Seth Tucker</b>	Secretary
<b>Jim Duffy</b>	Treasurer
<b>Tara Allman</b>	
<b>Ben Breslauer</b>	
<b>John Dugenske</b>	
<b>Kirk Haskell</b>	
<b>Andy Sovick</b>	
<b>Emma Vosburg</b>	

# 2023 DIGITAL REVIEW 2024

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



Additional traffic comes from the western slope of Colorado, Dallas and Phoenix.

## WEBSITE PAGE VIEWS

**329,414**

Up from 233,129 last season.

Page views were at an all-time high this season with a 41% increase!

**TOTAL WEBSITE VISITORS** **21,155**

UP from 19,265 2022/23



2.9 pages viewed per session vs. 3.33 pages last season.

The average person visited the CBAC website 8.47 times which is up from 3.09 times last season.



THE AVERAGE PERSON SPENT 5.34 MINUTES ON OUR WEBSITE (up from 3.09 minutes last season) We have worked hard to improve our content, and this shows this effort has been successful!

## 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:

**DIRECT** SEARCH  
**GOOGLE** SEARCH  
**ORGANIC** SEARCH  
**SOCIAL MEDIA** LINK  
**REFERRAL**

**28**  
VIDEOS



CBAC Forecasters produced 31 YouTube videos and shorts, which is 11 more than last year.

**20,783**

**SOCIAL MEDIA FOLLOWERS**

**2,446**

**NEW FOLLOWERS**

**13.3%**

**INCREASE IN WEBSITE TRAFFIC FROM SOCIAL MEDIA**



[www.youtube.com/user/CBavalanche](https://www.youtube.com/user/CBavalanche)



[www.instagram.com/cbavalanchecenter/](https://www.instagram.com/cbavalanchecenter/)



[www.facebook.com/cbavalanchecenter](https://www.facebook.com/cbavalanchecenter)

**CBAC**  
CBAVALANCHECENTER.ORG

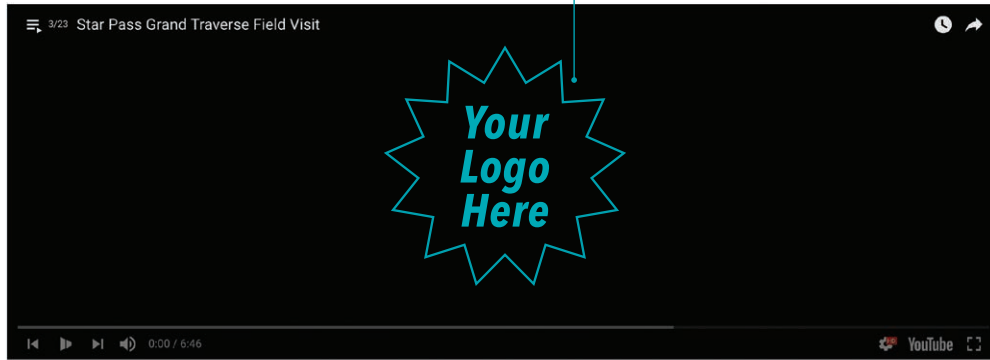
# HOW CBAC WEBSITE + VIDEO SPONSORSHIP WORK

## 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 \*



**YOUR BUSINESS LOGO ON THE BACK OF OUR TRAILER. Space is limited.**

High visibility in town and at various 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 2024/25 Apparel **Deadline for CBAC to receive your Logo : October 25, 2024**

Send vector (.AI or .EPS) logo artwork to: [cbavalanche@gmail.com](mailto: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.

## Video sponsor

Month-long ad space for CBAC YouTube videos.

## Logo directly below Snowpocalypse 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 2024/25 Apparel **Deadline for CBAC to receive your Logo : October 25, 2024**

Send vector (.AI or .EPS) logo artwork to: [cbavalanche@gmail.com](mailto: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

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 2024/25 Apparel **Deadline for CBAC to receive your Logo : October 25, 2024**

Send vector (.AI or .EPS) 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 2024/25 Apparel **Deadline for CBAC to receive your Logo : October 25, 2024**

Send vector (.AI or .EPS) 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 12/1/24-11/30/2025.*

# AVALANCHE AWARENESS NIGHT

SATURDAY, DECEMBER 7, 2024



## 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. **NEW THIS YEAR!** We asked, you told us, we listened. Stay tuned for an updated format and a celebration to kick off the season.

- Between 300-400 participants
- 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

## EVENT SPONSOR : \$1,000

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

# BEACON BRUSH UP

SUNDAY, DECEMBER 8, 2024



## 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! Two years ago 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



- SNOWPACALYPSE \$5,000**  
 Logo on CBAC snowmobile trailer (space is limited)  
 Website banner ad  
 Video sponsor  
 Top logo placement on every web page footer  
 Logo on advertising  
 Preferred banner placement at all events  
 Logo on our 2024/25 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  
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 Token gift

- WAIST DEEP SPONSOR \$1,500**  
 Logo and website link on CBAC website  
 Video sponsor  
 Logo on advertising  
 Logo on our 2024/25 Apparel  
 Token gift

- THIGH DEEP SPONSOR \$750**  
 Logo and website link on CBAC website footer  
 Logo on our 2024/25 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

- MEMBERSHIP SPONSOR**  
 Member Discount \$ \_\_\_\_\_

- AVALANCHE AWARENESS NIGHT**
  - TITLE SPONSOR \$2,000
  - EVENT SPONSOR \$1,000

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

**Logo Art Specifications**  
 Send Vector logo artwork to: [cavalanche@gmail.com](mailto:cavalanche@gmail.com)  
**DEADLINE October 25, 2024 LIMITED 35 LOGOS ON APPAREL**

**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 [cavalanchecenter.org](http://cavalanchecenter.org)