



SPONSORSHIP
2025 / 2026



We are the longest-running professionally staffed non-profit avalanche center in the nation.



OUR MISSION

The Crested Butte Avalanche Center provides daily avalanche and weather forecasts and is committed to reduce the impacts of avalanches on human life and infrastructure through partnerships, education, and community outreach.

OUR TEAM

STAFF

Zach Guy	Lead Forecaster
Eric Murrow	Forecaster
Evan Ross	Forecaster
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	
Emma Vosburg	

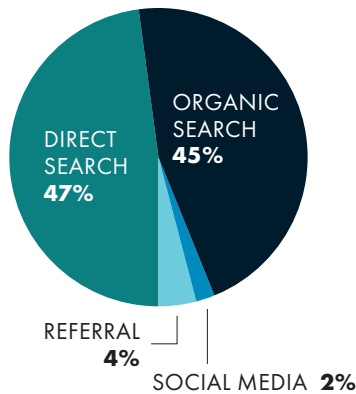
We strive to make public access to our weather and avalanche forecasting as easy as possible, which is why we developed an app for our users. You asked for it and we heard you!

Your observations are critical to our product. We learned from you through last summer's survey that we'd get more observations, if you can submit them through our app rather than through our website.

WEBSITE PAGE VIEWS

→ 277,447

HOW YOU FOUND US



14,000
WEBSITE VISITORS
this season

USER SESSIONS
8,4075

3.3
PAGES VIEWED
per session



AVERAGE TIME SPENT ON
CBAVALANCHECENTER.ORG

"We're so lucky to have a local avy forecasting center and traveling elsewhere only serves to make this more obvious. Thanks for everything and I'll continue to support in every way possible."

DATA FOR BOTH WEBSITE + APP

WHO'S OUT THERE?

Most of our traffic comes from Colorado, both locally and around the state, including:

THE FRONT RANGE (Denver, Boulder, etc.)
GUNNISON VALLEY
WESTERN SLOPE + ROARING FORK VALLEY
PHOENIX, DALLAS, SALT LAKE, ETC.



APP STATS VIEWS/SESSIONS

→ 10,866

800 APP VISITORS
this season

USER STATS

11,000
SESSIONS

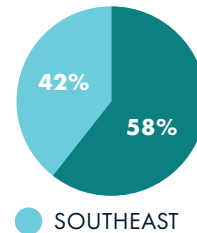
810
USERS

4,510
FORECAST
VIEWS

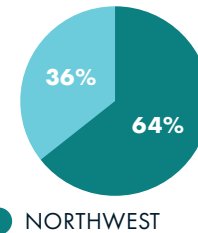
4,760
OBSERVATION
PAGE VIEWS

1,000
WEATHER
TAB VIEWS

FORECAST views by zone



WEATHER views by zone



● SOUTHEAST

● NORTHWEST

"Being a non-profit and the ability to explain more about conditions, with photos and videos, makes CBAC #1 in the U.S."



visit cbavalanchecenter.org



Download
APP for iOS



Download APP
for Android

SOCIAL MEDIA BY THE NUMBERS

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.

FOLLOWERS → **22,300**
UP 1,517 FROM LAST YEAR



790



10,500



11,000

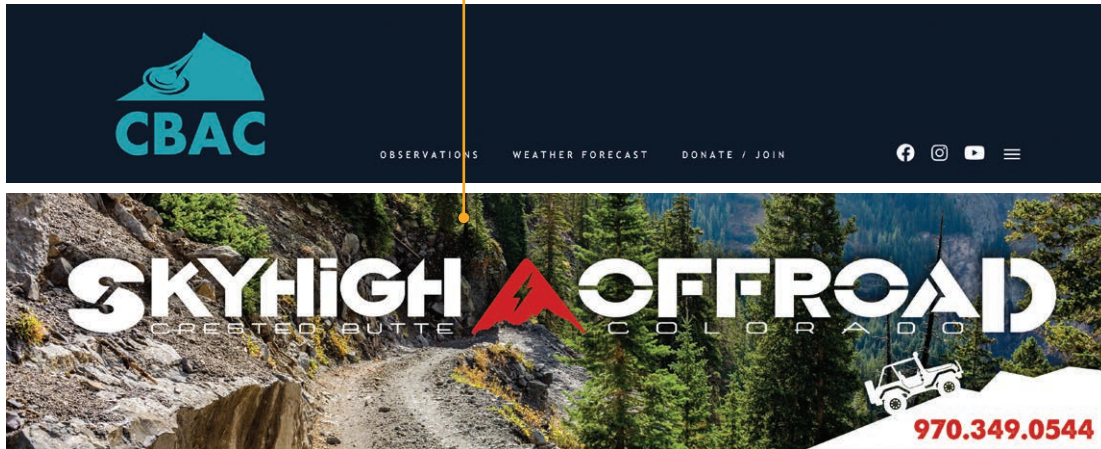
54

VIDEOS PRODUCED

CBAC FORECASTERS PUBLISHED 54 YOUTUBE VIDEOS AND SHORTS - TWICE AS MANY AS LAST YEAR. WHOA!

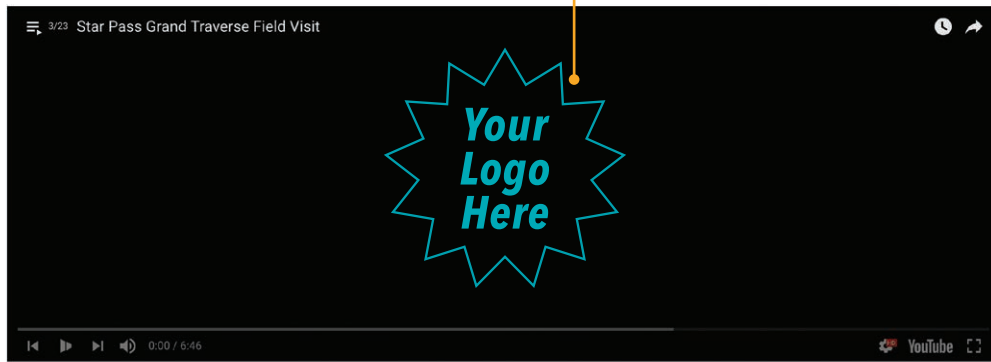
HOW CBAC WEBSITE + VIDEO SPONSORSHIP WORK

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

SPONSORSHIP LEVELS 2025/2026

SNOWPACALYPSE SPONSOR \$5,000

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** (*specs: 728x150px - you provide*)
Top of page rotating 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 2025/26 Apparel**

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 2025/26 Apparel**

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 2025/26 Apparel**

THIGH DEEP \$750

- **Logo and website link on CBAC website.** *Logo on the footer of every web page.*
- **Logo on our 2025/26 Apparel**

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*

DEADLINE FOR LOGO ON CBAC APPAREL : OCTOBER 24, 2025

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

AVALANCHE AWARENESS NIGHT

Saturday, December 6, 2025



Our largest outreach and educational event of the year!

CBAC's iconic kick-off event at the Center for the Arts in Crested Butte. This event features talks by our forecasters and avalanche industry professionals, gear expos, the world-famous raffle, and entertainment to connect our backcountry users.

- Between 300-400 participants
- Professional Presentations
- Membership Sign Up
- Raffle of sponsor donated prizes
- CBAC swag debut, sale and general stoke

TITLE SPONSOR : \$2,500

- 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 7, 2025



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 2025/26 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
Preferred banner placement at all events
Logo on our 2025/26 Apparel
Token gift

- ☐ **WAIST DEEP SPONSOR \$1,500**
Logo and website link on CBAC website
Video sponsor
Logo on advertising
Logo on our 2025/26 Apparel
Token gift

- ☐ **THIGH DEEP SPONSOR \$750**
Logo and website link on CBAC website footer
Logo on our 2025/26 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

- ☐ **AVALANCHE AWARENESS NIGHT**
☐ **TITLE SPONSOR \$2,500**
☐ **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 24, 2025 LIMITED 35 LOGOS ON APPAREL