

CORPORATE SPONSORSHIP ► 2010

THE COLORADO MOUNTAIN CLUB



Serving climbers, hikers, skiers and the public since 1912.



OUR COMMITMENT

MISSION STATEMENT

The Colorado Mountain Club is organized to

- ▶ unite the energy, interest, and knowledge of the students, explorers, and lovers of the mountains of Colorado;
- ▶ collect and disseminate information regarding the Rocky Mountains on behalf of science, literature, art, and recreation;
- ▶ stimulate public interest in our mountain areas;
- ▶ encourage the preservation of forests, flowers, fauna, and natural scenery; and
- ▶ render readily accessible the alpine attractions of this region.

ENVIRONMENTAL STANCE

The Colorado Mountain Club has a long history of environmental protection and stewardship. Since its founding in 1912, the CMC has been instrumental in landmark achievements such as the designation of Rocky Mountain National Park (RMNP), Dinosaur National Monument, and the passage of the Wilderness Act. Today, we continue this tradition by working with land managers, partners, politicians, and coalitions to protect our last wild places in Colorado. Most recently, we helped secure Wilderness designation for RMNP.

Another long-standing tradition at the club has been the publishing of *Trail & Timberline* magazine. Since the magazine began 90 years ago, we have reported on the latest conservation victories and challenges around the state. This news has become increasingly important for our readership of active outdoors people, and their personal commitment to the environment shows: every day, more of our readers choose to replace paper mailings with electronic communications. This saves money and paper, but also reduces our carbon footprint related to shipping and transport of materials.

As a partner with the Colorado Mountain Club, you will reach some of the most environmentally conscious people in Colorado—people who purchase not only high-end sports equipment and clothing, but also products that are green and make ecological sense.

Become a partner of the CMC and reach individuals on the leading edge of the outdoors market in the Rockies: they are the members of the Colorado Mountain Club.



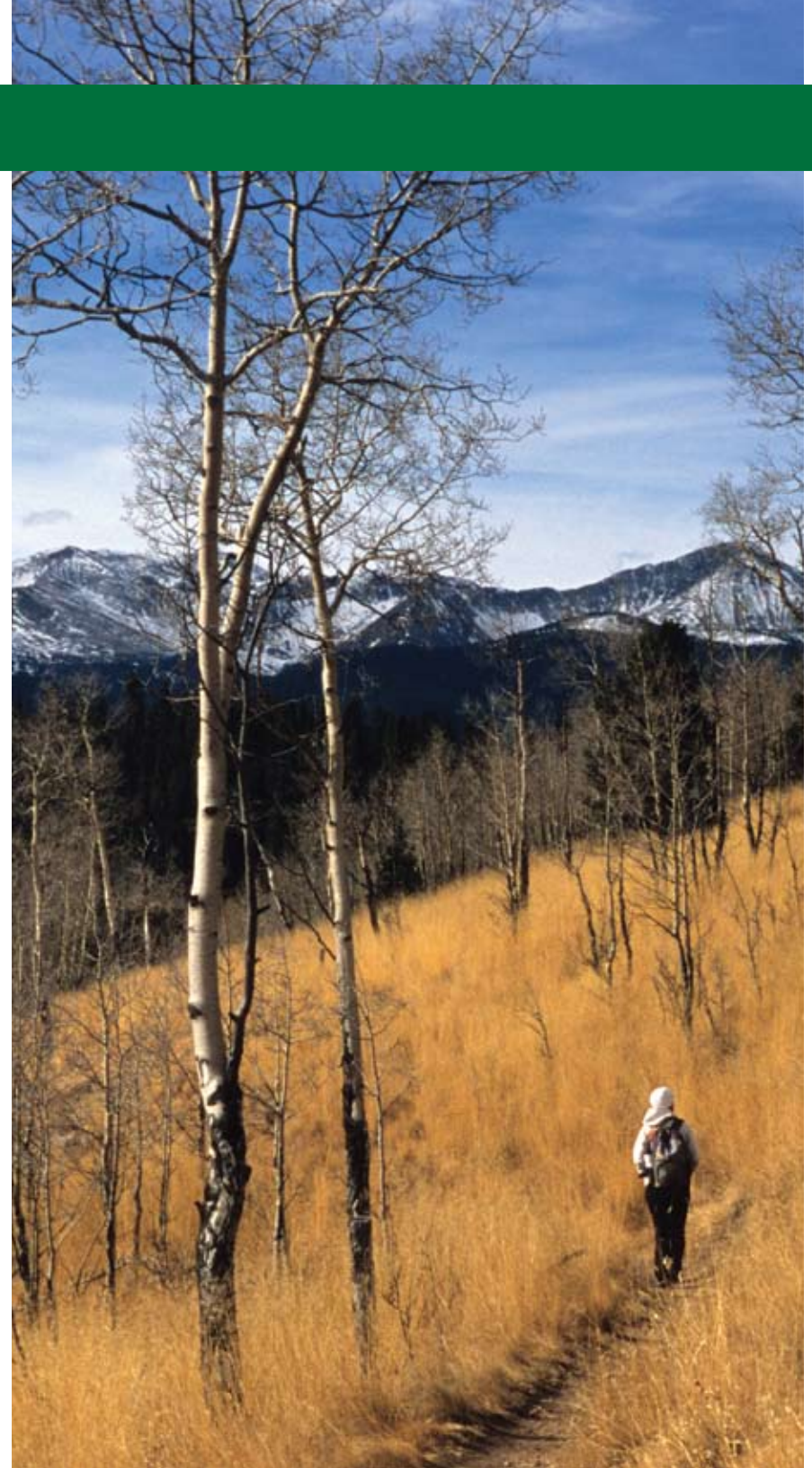
OUR MEMBERS

TOTAL MEMBERSHIP	about 8,000
MALE/FEMALE	51/49%
AVERAGE AGE	49
HOUSEHOLD INCOME ▼	
under \$25,000	8%
\$25,000-50,000	26%
\$50,000-75,000	26%
over \$75,000	40%

THE OUTDOOR LIFESTYLE

Our members are affluent, educated people who love Colorado, and whose outdoor pursuits stand at the center of an active, adventurous lifestyle.

- ▶ With over **3,000 annual trips, hikes, and activities**, the club is the state's premiere mountain-adventure organization.
- ▶ Our conservation efforts protect **Colorado's wild lands** and backcountry recreation experiences.
- ▶ Members enjoy **learning new skills and expanding their knowledge** in the club's top-notch schools, seminars, and events.
- ▶ Annually, more than 5,500 students experience our award-winning **Youth Education Program** for mountain education and leadership.
- ▶ With the American Alpine Club, we operate the world-class **American Mountaineering Museum**.



SPONSORSHIP LEVELS

We'll work with you to develop the best sponsorship package for your marketing goals so you can:

- drive sales
- differentiate your products from competitors' products
- obtain positive publicity and heighten visibility
- enhance your company image
- help with your role as a good corporate citizen
- enhance business, consumer and VIP relations

As a corporate sponsor of the club, your company can enhance its community involvement and create exciting opportunities for employee benefits. Our sponsors receive:

- ▶ listing on sponsors' page of CMC website, with almost 250,000 annual visits
- ▶ acknowledgement in the CMC Annual Report
- ▶ discount of 15% on CMC Press publications
- ▶ group discount of 10% or more on CMC memberships for partner employees
- ▶ discount on admission to Bradford Washburn American Mountaineering Museum
- ▶ discount of up to 20% on *Trail & Timberline* magazine advertisements
- ▶ opportunity to display products and brochures at selected CMC events

In addition, sponsors will receive the following, based on level of support:

Benefits	Benefactor \$10,000+	Patron \$5,000	Sustainer \$2,500	Supporter \$1,000	Basic \$500
Use of CMC mailing list, with some restrictions	X				
Title sponsorship opportunities for events	X				
Use of CMC logo for marketing materials	X	X			
Logo display on homepage of CMC website	X	X			
Listing on monthly e-newsletter sent to 10,000 members and non-members	X	X	X		
Complimentary subscriptions to <i>Trail & Timberline</i> magazine	25	15	5	3	1
Complimentary tickets to programs held in the museum and auditorium, including films, speakers and more	30	20	10	4	2