OUR CORE VALUES

At its core, Colorado Mountain Club supports Colorado’s mountains and community. That’s what we’ve been doing for more than 100 years, and it’s what we’ll continue to do for the next 100 years.

These values are the driving force behind our Club – every course, every trip, every member:

COMMUNITY.
Passionate people are the bedrock of our mountain community and all our work. We are a welcoming and vibrant club that values our community.

EDUCATION.
Our commitment to outdoor training and education is our legacy. By equipping Coloradans with the skills and confidence they need to move through the mountains, we honor and safeguard the people we love.

CONSERVATION & STEWARDSHIP.
Stewarding and conserving wild spaces is at our core. We proactively protect these landscapes so that future generations can enjoy them.

ADVENTURE.
We know mountains can provide dramatic, life-changing experiences. We offer countless recreational, educational, and conservation-focused opportunities that inspire a passion for challenge in the outdoors.
TOP REASONS TO JOIN BASED ON MEMBER SURVEY
- Join a Community of fellow outdoor adventurers
- Explore the Colorado outdoors on CMC trips and activities
- Improve skills through a course or school

OUR REACH
- Over 65 professional guidebooks for trips across Colorado
- 32,000+ subscribers to our e-newsletters
  - Average Open Rate: 25.5%
  - Average Click Through: 5%
- 21,500 followers
  - 23% growth since 2019
- 10,200 followers
  - 35% growth since 2019
- 2,630 followers
  - Meetup: 4,734 members
- Trail & Timberline print and digital copies
  - Annual Magazine plus Quarterly newsletters
  - 30,000 printed annually

OUR IMPACT
- 3,000 outings annually, including 252 courses, clinics and schools.
- 8,000 youth served through our Youth Education Program
- Members completed over 127,724 human powered miles, equivalent to summiting the 14ers 99 times!
- Stewardship crews
  - maintained 45 miles of trail
  - removed 1,513 downed trees
  - restored 9,020 sq ft of area
  - 5,431 hours spent on public lands projects

AVERAGE MEMBER INCOME: $86,000
AVERAGE LENGTH OF MEMBERSHIP: 9 YEARS
GROWTH IN MEMBERS UNDER 30 SINCE 2015
GROWTH IN MEMBERSHIP SINCE 2016
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<td>Gear Demos</td>
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**OTHER SPONSORSHIP OPPORTUNITIES**
- Keynote Speaker on Saturday Night
- Sunday Stewardship Trail Restoration
- Climbing Competition
- Saturday Night After Party
COLORADO MOUNTAIN FEST

SEPTEMBER 2020
The ultimate celebration of outdoor adventure

Colorado Mountain Fest is the Front Range’s premier mountain festival featuring top brands, professional athletes, outdoor sports clinics & classes, a rowdy vendor village, film festival, and more. The event draws 1,000 adventure lovers over the course of the weekend to learn new mountain craft skills through educational seminars and hands-on clinics. Our sponsors are provided with the unique opportunity to position themselves as leaders in the industry while directly interacting with Colorado’s Outdoor Community.

EDUCATION
Coloradoans turn to the CMC for reliable and relevant education, from entry-level to mastery. With athlete and brand-influencer led clinics on thru-hiking, mountain biking, fly fishing, climbing, photography, and more, there is a learning opportunity for every Coloradan. The event provides your brand access to hundreds of Coloradans who are eager to learn and take their skills to the next level.

ENTERTAINMENT
No celebration of the thriving and vibrant world of the outdoors in Colorado would be complete without a proper party! The bustling vendor village will feature competitions, dance parties, van life expos, gear demos, yoga, a craft beer garden, food trucks, and unique opportunities for your brand to sponsor the festivities.

ENGAGEMENT
Nothing beats one-on-one interaction between your brand and Colorado outdoor enthusiasts. Get your gear in the hands of both novices and experts alike, with gear demos and skills clinics all weekend. Most of the attendees are newcomers to the state or the outdoors, giving your brand the chance to make an early impression in their outdoor journey to gain loyal, longtime customers.

[Photos] Corey Parker
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**SPONSORSHIP OPPORTUNITIES**

- **PRESENTING SPONSOR**
  - Exclusive name rights to event
  - On-site branded banners/signage
  - Swag bag giveaways
  - Table at the Gear Expo
  - Full page ad in *Trail & Timberline* Magazine
  - 1/2 page ad in *Trail & Timberline* Magazine
  - Logo on printed event collateral
  - Company name included in press releases
  - Company name included in monthly e-newsletters
  - Company highlighted in social media during event
  - Company tagged in pre-event social posts
  - Company included as Co-host on Facebook event
  - Company Logo on Dedicated Event webpage

**Presenting Sponsor Pricing**

- **Manufacture**: $3,000
- **Retail**: $2,500

**Supporting Sponsor Pricing**

- **Presenting Sponsor**: $750 Cash/$750 in-kind
- **Retail**: $500 Cash/$500 in-kind
CMC LEADERSHIP CONFERENCE

NOVEMBER 14, 2020
Technical training & leadership education for our core volunteers and influencers

The CMC Leadership Conference is a gathering of Colorado Mountain Club influencers – volunteer trip leaders, instructors, and directors – that serve as the guide equivalent to our 7,000+ members. The conference includes workshops, gear demos, speakers, and happy hour held exclusively for our core leaders to help them become the best outdoor educators they can be, helping create generations of responsible outdoor enthusiasts in Colorado. **This is the apex of what we do at the CMC: Ensuring that all Coloradans have access to responsible mountain education.**

**INFLUENCE**
The CMC Leadership Conference brings in over 200 volunteer trip leaders and instructors. **These are the people whose opinions our members trust, without reservation.** The Leadership Conference provides an opportunity for your brand to get in the hands of those influencers, reaching our entire member base – many of who are new to the outdoors – through organic, word of mouth recommendations.

**INFORMATIONAL**
The CMC Leadership Conference allows your brand to interact with our influencers on a personal level. You’ll stand alongside our leaders, teach them which products are best for their outdoor endeavors, and how to best use your products to suit their needs in the field. With that increased knowledge, our leaders will share your brand and recommend your products to their students and trip participants.

**INTIMATE**
Between seminars, gear demos, and happy hour, you’ll have plenty of time to get to know our leaders personally. Rubbing shoulders with over 200 of the CMC’s best puts a face to your brand, encouraging our leaders to champion your brand in the field to all of our members.

© [Middle Right] Thomas Jaramillo [All Other Photos] CMC
SPONSORSHIP

CMC FILM SERIES

BANFF Film Fest
- Tabling at event (900+ attendees of outdoor enthusiasts over 3 nights)
- Marketing inclusions in local promotion of Golden showings (world tour has set sponsors)
- On-stage recognition from emcee (in-kind product given as prizes)

Backcountry Film Fest
- Tabling at event (1,000+ attendees across 9 state-wide locations)
- Marketing inclusion in local promotions of CMC showings (national tour has set sponsors)
- On-stage recognition from emcee (in-kind product given as prizes)

Other opportunities as available (Brand included sponsor for any one-off showings of ski films, climbing films, or other films that CMC shows across the state.)
- Table at the event

INDIVIDUAL CMC FILM SPONSORSHIP

Tabling at individual film
- Company logo on dedicated event webpage
- Company included as co-host on Facebook event
- Company tagged in pre-event social posts
- Company highlighted in social media during event
- Company name included in monthly e-newsletters promoting film event
- Company name included in all film press releases
- Logo on printed event collateral

CONTACT INFORMATION:
Logan Chandler • loganchandler@cmc.org • (303) 996-2740

$2,000 Cash/in-kind
CMC FILM & SPEAKER SERIES

1-2 PER MONTH ALL YEAR
Building community connections, continuing to learn, and getting inspired to send it

In addition to presenting the larger film festivals like the Banff Mountain Film Festival and Backcountry Film Festival, the CMC has a long tradition of hosting athletes for presentations and showing films that athletes are involved with. These athletes have ranged from National Geographic Adventurer of the Year award winners, to famous climbers and mountaineers. We are seeking more connections from brand partners to help fill these speaker and film events.

The auditorium inside the American Mountaineering Center in Golden holds 350 people, and is equipped with a HD projector, sound system, and stage - making it a great atmosphere to give a presentation or show a film.

In addition to using the Colorado Mountain Club headquarters in Golden, the CMC brings athletes and films to our groups around the entire state of Colorado. These locations include: Fort Collins, Boulder, Denver, Colorado Springs, Aspen, Grand Junction, Telluride, and more! Where the CMC doesn’t have physical event space, we look to partner with breweries or industry partners at their locations which creates an exciting opportunity to get Colorado’s outdoor community into your company’s space.

With an engaged membership of over 7,000 and an active email list of 29,000+ outdoor enthusiasts mostly on the Front Range – our ability to fill our auditorium for these events has proven to be a strong point for the CMC. In the past four years, every major film event has sold out, or approached sell outs – and the appetite for athlete presentations and events has become readily apparent.

BRAND INVESTMENT

- Partner and Provide Access to Brand Sponsored Films
- Partner and Provide Access to Athletes to Present on Rad Topics

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$1,000 Cash/in-kind
MEMBERSHIP DRIVE INCENTIVE

We are Colorado

By sponsoring membership drives with the Colorado Mountain Club, your brand will gain access to CMC’s membership and other outdoor enthusiasts in Colorado. CMC’s member base is fiercely loyal and are out in Colorado’s wild places daily doing rad activities. It is a great opportunity to get your brand and products on Colorado’s outdoor influencers all around the state.

**BENEFITS INCLUDE:**

- Brand included in all email marketing for renewing members
  - 10 emails that start 3 months prior to expiration. There are 6 prior to expiration, 4 post expiration
  - Approximately 1000 people receiving emails monthly
- Brand inclusion in direct mail to renewing members
  - Approximately 700 households receiving mailings monthly
- Emails for both member renewal and member acquisition
  - Rucksack e-newsletter – 1x per month to 19k people
  - Front Range Happenings Email – 2x per month to 5,200 people each time
- Brand inclusion in monthly social media ads for member acquisition
  - Run quarterly with different incentive
  - Average monthly reach: 15k
  - Average monthly impressions: 45k
  - Average monthly link clicks: 400
- Brand inclusion in monthly social media posts for member acquisition
  - 2 x per month across all platforms
- Brand included as incentive at all events with signage and on table display
- Brand Mention in Quarterly Phone Drives: Four times per year to renewing members.
CORPORATE MEMBERSHIP

Outside the Box Corporate Culture

We understand the importance of a positive corporate culture, and the benefits of building strategic teams through exploration. Here in Colorado, partnerships are often forged in wild places. This creates bonds and loyalty that can last a lifetime. Our goal is to provide every Colorado resident access to skills, trips, and partners in order to fully enjoy the magic of our state. We want to help you build an outside the box corporate culture strategy that will help your employees reach their fullest potential. We will adjust our planning, route, and delivery to best meet the needs of your company and employees. This proposal is design to ignite the conversation and discover how best to serve your employees through the lens of outdoor culture and lifestyle.

100 MEMBERS
In addition to the regular benefits that CMC members receive, your company's employees would receive a custom “Welcome to the Colorado Outdoors” experience. At this level, corporate memberships would also include:
- CMC Hat to wear out on excursions
- 6 annual "Lunch and Learns" for employees at a location of your choice. Topics are customizable and include:
  » The 10 Essentials for Backcountry Treks
  » Avalanche Terrain Awareness
  » Preparing for your first 14er and beyond
  » Fly Fishing 101
  » Outdoor photography

200 MEMBERS
All of the above benefits, plus GETTING OUTSIDE! At this level, we’ll lead day trips for your employees to locations of your choice with a trained trip leader. Locations are customizable and may include:
- Rocky Mountain National Park
- Hiking 14ers
- Select waterfall hikes
- Exploring the Front Range
  » Flatirons in Boulder
  » Barr Lake in Denver
- Seasonal hikes – wildflowers in summer, foliage hikes in the fall
- Unique Conservation volunteer opportunity for employees to get out on the trails to preserve them for the future

500 MEMBERS
All the above benefits, plus the creation of your own Colorado Mountain Club group. Currently, the CMC is comprised of 13 different Groups and Sections. At this level we'll provide the support necessary for a specific company Chapter of the Colorado Mountain Club, including:
- Leadership training
- Custom trips
- Administrative support
- Volunteer training
- Technical support

In short, we’ll provide you with the infrastructure and programming to enhance your corporate volunteerism and culture through experiencing wild places and skill building, branded however you see fit.

For more details, visit cmc.org/join/corporatemembershipprogram, or email us at brittanysmith@cmc.org.
The CMC understands that agreements are necessary in the course of business. We also recognize that partnerships are forged and supported by humans. We strive to serve you as partners and friends. Our agreements are fluid and developed with a long-term relationship in mind. Sponsorship benefits and levels are always up for negotiation and conversation.
CMC SCHOOL SPONSORSHIPS

$2,500 Cash Sponsorship Per School
Equip & Engage Colorado Mountain Club’s Instructors

Since 1912 the CMC has been enabling youth and adults to explore Colorado’s wild places both responsibly and competently. CMC Core Schools connect 600+ aspiring climbers with their outdoor ambitions annually.

Education is at the core of CMC’s mission - equipping members and Colorado mountain lovers with the skills to safely explore all that Colorado offers. CMC Schools are taught by passionate volunteers. Instructors for these schools are the core of both the CMC and the Colorado outdoor community, preparing the next generation of outdoor enthusiasts. Our peer-based education model is unique – we don’t train people to be clients – we teach them to be our future climbing partners. Peer-based education isn’t just done in a day, either. Schools typically span multiple days, providing students an immersive experience within an activity and our community.

By supporting CMC Schools, your brand and products will be on outdoor influencers that our members trust, without reservation. As a result, we know more people will be exposed to your brand early in their outdoor careers. With access to your gear, students will see the true value in the technical gear you provide and select it as their own gear of choice as they progress in their mountain craft.

The impact of your sponsorship supports all facets of CMC Schools: students, instructors, and operations. Sponsorship supports our student scholarships fund to keep classes accessible. It supports ongoing training opportunities for volunteer instructors. It also ensures students and instructors have access to modern, high-quality gear - quality equipment compliments quality technique.

**SPONSORSHIP BENEFITS**

**Brand Promotion**
- Logo and company listed, with link to your website, on relevant school web pages, emails, and social media posts
- Signage and verbal recognition at program related events
- Recognition in CMC’s Annual Report & Corporate Partners webpage

**Product Seeding and Promotion with Instructors and Schools**
- Opportunity to create discounted purchase programs for instructors.
- One dedicated email to instructors sent by CMC on the behalf of the sponsor leading up to school launch.
- Opportunity to provide products for use in schools so students can familiarize themselves with the gear. This can be done as donations or demos.
- Opportunity to develop a member benefits program promoted to all (7,000+) CMC members.

[Left] Val Hawks (All Other Photos) CMC
ALPINE CLIMBING SCHOOL

FEBRUARY – JULY
$2,500 Cash Sponsorship

Alpine Climbing is the CMC’s core mountaineering program. Over the span of a semester students learn to navigate, route find, and negotiate steep snow and rock to reach Colorado’s technical summits. CMC values of teamwork, communication, and safety are integrated throughout. Students put their skills to practice on two graduation climbs. Alpine Climbing School graduates are prepared to climb Colorado’s difficult 14ers and other basic technical mountaineering routes.

Intermediate Alpine Climbing teaches students the skills needed to follow more challenging routes. Anchor building, Self-Rescue, and Rock Seconding classes graduates to well-rounded, self-sufficient climbing partners on multi-pitch climbs.

HIGH ALTITUDE MOUNTAINEERING SCHOOL

JANUARY – JUNE
$2,500 Cash Sponsorship

High Altitude Mountaineering (HAMS) is for climbers who seek the skills necessary to summit high, glaciated peaks. Students dial in glacier travel, crevasse rescue, and alpine ice climbing skills. Students learn what it takes to mount a successful expedition: selecting appropriate, high-quality gear, planning, logistics, conditioning, nutrition, awareness of high-altitude medical issues, backcountry risk management, and more. HAMS culminates in a thrilling student-led climb of Mt. Rainier, Mt. Baker, Mt. Adams, or a similar glaciated peak.

AIARE LEVEL 1

DECEMBER – MARCH
$2,500 Cash Sponsorship

AIARE Level 1 is a must for backcountry winter travelers. Students learn how to recognize avalanche terrain, snowpack evaluation, hazard analysis, safe travel techniques, beacon/transceiver use, and avalanche rescue.
ROCK CLIMBING SCHOOL

JUNE – OCTOBER
$2,500 Cash Sponsorship

Sport Lead Climbing and Traditional Lead Climbing classes are for students who’re ready to get on the sharp end. Students learn to lead belay, place protection, strategies for leading a pitch, and transitions for technical descent. These multi-day courses culminate with students leading their own routes at local crags.

Advanced Anchors adds to the trad climber’s anchoring toolkit including: Non-standard belay anchors, extended masterpoints, and managing for secondary pulls.

Rock Rescue 2 teaches lead climbers technical systems to assist an injured follower, including: belay escapes, tandem/counterbalance rappels, and methods for basic hauls and lowers.

ICE CLIMBING SCHOOL

JANUARY – FEBRUARY
$2,500 Cash Sponsorship

Basic Ice introduces students to moving on ice. Skills taught include: ice tool and crampon techniques, climbing movement on low to moderate angle ice, ice climbing equipment and clothing, as well as strategies to keep yourself comfy and dry when climbing in the cold.

Intermediate Ice focuses on honing steep ice and/or mixed climbing movement. Students also learn top-rope rigging techniques unique to the Ouray Ice Park and the Lake City Ice Park such as extended anchors and top-site belaying.

Ice Leading gives students the skills needed to lead moderate ice: strategy, gear, efficiency, V-threads and ice anchors.

WILDERNESS FIRST AID

YEAR-ROUND
$2,500 Cash Sponsorship

Accidents and injuries are an inherent risk of mountain recreation. Wilderness First Aid empowers students to respond with confidence when adventures don’t go as planned. Students learn to manage scene safety, patient assessment and care, and evacuation planning.
Member Spotlight

David Boersma

David grew up along Lake Michigan, hiking its woods, climbing its dunes, and kayaking its shores. Before heading westward in search of bigger playgrounds, he volunteered for the Club and contributed to a research project on the behavior of the Nigerian bushbuck, Tragelaphus scriptus. Today, he lives in Arvada with his partner, Tara, and their dog, Maeby, where they split time between hiking and working from home. In recent years, he has become an avid trail runner—slogging through several ultramarathons in Colorado and Utah. He has also taken on the challenge of running a 50K in Farmersville, California, to raise funds for the Colorado Mountain Club (CML).

Today, David runs the Club’s web and social media presence and contributes to numerous conservation organizations including your very own Trail & Timberline.

WE BELIEVE IN
PREPARATION
EXPLORATION
STORYTELLING
GIVING BACK

Mojave Creative Lab is a proud 1% for the Planet business member and contributes to numerous nonprofit organizations in order to help keep the planet green.

For Advocates,
DIVERSIFYING AND PROTECTING THE OUTDOORS GO HAND-IN-HAND

story by Matt Whittaker
photos by Ani Yahzid

For two young men from the Atlanta area, an interest in nature formed a partnership with Colorado roots—a partnership that goes to the heart of the link between diversifying the outdoor recreation industry and protecting public lands.

Last year, Ani Yahzid, an 18-year-old African-American who recently finished his freshman year at the University of Colorado Boulder, worked on a project photographing and risking treacherous black bear to the camera—a bear that was in the habit of returning to the same apple tree and berry bush.

After publishing the images, Namaste, a 19-year-old African-American hip-hop artist who had grown up in the same middle school as Yahzid, got in touch to express interest. They set up a phone call. Namaste, whose birth name is Quintavious Anderson, was looking for him to shoot a music video. “If you’re willing to get that close to a black bear, I’d like to work with you,” Yahzid recalled him saying.

The music video project didn’t come together, but the two kept in touch, with Yahzid going back to the Atlanta area to shoot a profile story for Trail & Timberline.
TRAIL & TIMBERLINE

The official publication of the Colorado Mountain Club since 1918.

Trail & Timberline is the magazine of the Colorado Mountain Club. Published continuously since 1918, Trail & Timberline celebrated its 100th anniversary with “The Centennial Edition” in 2018.

The Trail & Timberline (T&T) is the voice of the Colorado Mountain Club members and promotes the Colorado outdoor lifestyle to non-members. Each edition contains valuable information on trails to explore, clinics to keep you safe in the outdoors, feature articles, gear reviews, and updates from the Club.

There is no way to better connect your brand with Colorado’s most active and engaged outdoor enthusiasts than by advertising in the T&T. Our members have an average income $86,000 and are both highly educated and attuned to issues surrounding environment and the outdoors. Your company and its products will be in front of loyal, affluent, and active Coloradans motivated to get the best gear and use it out in the mountains.

- T&T has 30,000 printed annually through four quarterly newsletters and one magazine publication, with digital copies available online.
- It is distributed via direct mail to approximately 5,000 member households and emailed to over 6,000 email subscribers. Additionally, it is included in the Rucksack e-newsletter to 19,000 people the month it is published.
- T&T is distributed at every CMC event as well as any event where the CMC is present.
- Finally, it is held in circulation at over 250 libraries, museums, and visitor centers around Colorado.

CONTACT INFORMATION:
Jeff Golden • jeffgolden@cmc.org • (303) 996-2743

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<td>$315</td>
<td>$297</td>
<td>$280</td>
</tr>
</tbody>
</table>

*Rate per placement for multiple. If you do two placements, you get 10% off each placement’s price. If you do 3+ placements, 15% off each placements’ price. If you do 4+ placements, you save 20% on each placement.