



COLORADO MOUNTAIN FEST

SPONSORSHIP OPPORTUNITIES

PRESENTED BY THE COLORADO MOUNTAIN CLUB

SEPTEMBER 23-25, 2022

PARFET PARK, GOLDEN, CO



FIND YOUR PEOPLE. SHARE THE ADVENTURE.



COLORADO MOUNTAIN FEST

SEPTEMBER 23–25, 2022

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

Coloradans 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, trail running, climbing, fast and light alpinism, and more, there's 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, trips, expos, gear demos, yoga, craft beer, 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, long-time customers.**



COLORADO MOUNTAIN FEST

SPONSORSHIP OPPORTUNITIES

	 EVENT SPONSORSHIP & ENGAGEMENT	 CLINICS & WORKSHOPS	 VENDOR VILLAGE & ATTENDEE AUCTION
WHO	Brand or retailer interested in hosting a 10x10 tent for use of product sales or gear demo +/- or willing to sponsor one of the weekend's signature events or a branded clinic(s) with athlete	Brand or school interested in hosting a peer based education adventure experience	Organizations interested in donation of an item/service/trip to be used for auction or attendee giveaway
ASK	Platinum/Presenting: \$10,000 Gold/Title: \$5,000 Silver/Sponsor: \$2,500 Bronze/Local Retailer: \$1,000	Brand/Education host: \$1,000	Bronze/Local Retailer: \$1,000 Auction—Minimum suggested value: \$100
VISABILITY	Prominent logo and booth placement at the event. Linked logo on website. Brand mentions on all social media, radio and print advertising; activation day-of	Company or school listed on website and social media leading up to the event; activation day-of	Brand exposure to members and 1000+ attendees both in person and on a virtual platform
BENEFIT	Recognition in event promotion & day of; one on one interaction with over 1000 outdoor enthusiasts, both novice and expert, and the chance to make personal impressions in order to gain loyal, longterm customers	Brand promotion with instructors and students to increase affinity & association with CMC—a leader in mountain-craft education	Promotion as auction partner Tax deduction in kind

SIGNATURE EVENT OPPORTUNITIES

SIGNATURE EVENTS

Kickoff Night Film Fest - FRI p.m. \$2,500

Yogo Breakfast - SAT or SUN a.m. \$1,500

Mountain Craft Beer Garden - \$2,500

Kid's Korner - SAT and SUN \$1,500

Farewell Raffle - SUN p.m. \$2,500/in kind donation

Founded in

1912

7,000

Members

61%

Growth in members
under 30 since 2016

25%

Growth in membership since 2016

94%

Growth in 1st year
membership since 2016

Average length of membership:

9 YEARS

[Front Cover and This Page] Marisa Jarée

BY THE NUMBERS

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

23,000 subscribers to our Rucksack e-newsletters

✉ » Average Open Rate: 28%

24,700+ followers

» 23% growth since 2019

13,000 followers

» 35% growth since 2019

2,835 followers

Meetup: 5,621 members

Over 65 professional guidebooks for trips

across Colorado and beyond



EDUCATION

- › **3,000 outings annually**, including 270+ courses, clinics, and schools.
- › **8,736 youth educated** through our Youth Education Program
- › **1,874 trips**
- › **127,724 human-powered miles**

*some figures reflect 2019 pre-COVID totals

STEWARDSHIP & CONSERVATION

- › **331 grassroots advocates** engaged in public lands campaigns
- › **2,000+ RIMS** mobile app assessments
- › **473 downed trees** removed from trails
- › **58 miles** of trail maintained

For more information, contact:

give@cmc.org • (303) 996-2752