

COLORADO MOUNTAIN CLUB

PARTNERSHIP OPPORTUNITIES





THE COLORADO MOUNTAIN CLUB is the Rocky Mountain community for mountaineering education, adventure, and conservation. We exist to bring people together and share our love of the mountains. We value our community and go out of our way to welcome and include all Coloradans, and beyond. From the uninitiated to the expert, there is a place for everyone here.

For more than one hundred years we've worked with fellow Coloradans to progress our skills and knowledge. Our peer-to-peer education forges human connections, fosters mentorship, and turns aspirations into realities. We share knowledge and support, and push one another to advance our abilities. We build confidence in ourselves and each other, share in adventures, and use these experiences to give back to the next generation.

Conservation and stewardship are foundational values, woven into our history and identity. Our work in conservation dates back to the creation of Rocky Mountain National Park, and is more important now than ever before. We are determined to ensure future generations will inherit pristine wilderness and sustainable recreation opportunities.

The Colorado Mountain Club was founded in Golden in 1912. Since then, we've built a legacy of responsible outdoor leadership and ethics, paired with a healthy spirit of adventure. We are the beating heart of Colorado's mountain community, fueled by the exhilaration of time spent in the wilderness, shared experiences, and deep caring for the mountains we love.

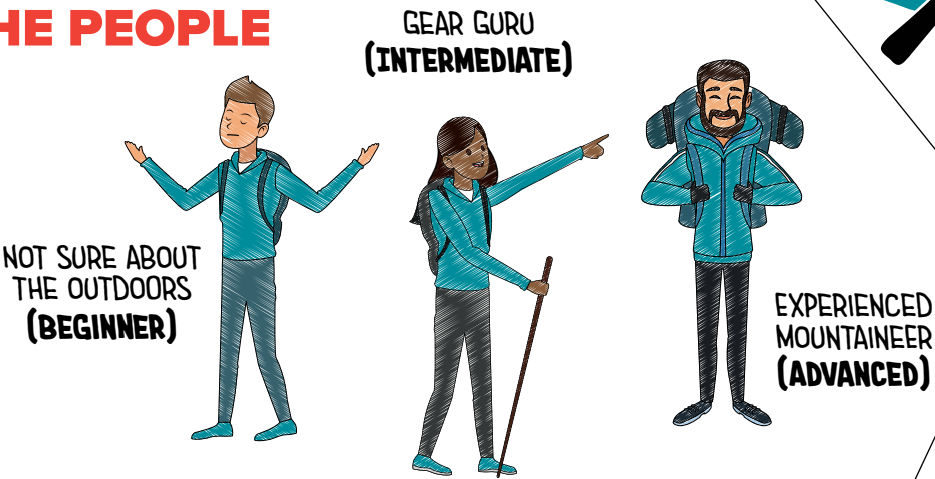
BUT WE CAN ONLY ACCOMPLISH OUR MISSION WITH THE HELP OF COMMITTED PARTNERS LIKE YOU!

THE CONTEXT

COLORADO'S POPULATION IS **EXPLODING!!!**

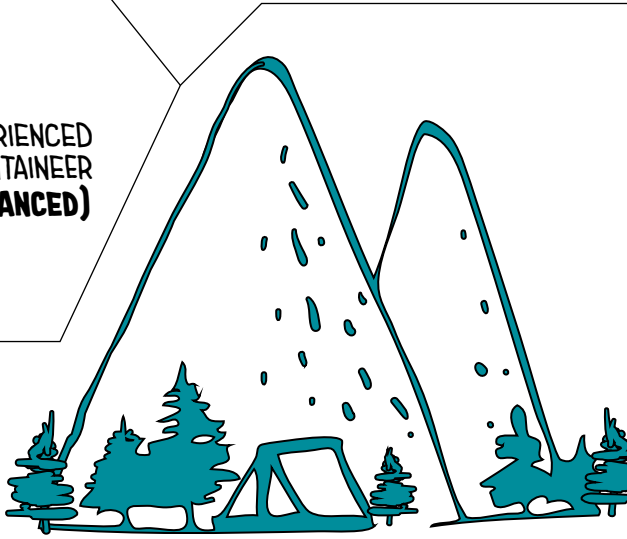


THE PEOPLE



THE PLAN

LIFE IS BETTER AT 14,000'
THE FUTURE OF MOUNTAIN ADVENTURE
THROUGH EDUCATION + CONSERVATION IN COLORADO



THE IMPACTS

STUDENT ---> MENTOR
EDUCATION | INCLUSION | PERSONAL GROWTH | FULFILLMENT
I WISH ---> I AM NEW ADVENTURE PARTNERS RICHNESS OF LIFE

THE OUTCOME

VIBRANT
COMMUNITY

EMPOWERED
INDIVIDUALS

THRIVING
LANDS





Partnership Impact

AT ITS CORE, THE 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.

To accomplish this we rely on an array of partnerships with companies, foundations, and other organizations committed to meaningful philanthropic impact, corporate social responsibility goals, and volunteer activation.

Through the Club, our partners are able to:

- Associate with Colorado's leading outdoor recreation membership organization
- Communicate with our members, ~8,000 aspiring and expert adventurers
- Promote your brand and products with instructors, educators and influencers
- Increase access to adventure for youth and historically marginalized communities
- Protect and steward Colorado's wild places

WHETHER THROUGH PHILANTHROPY, EVENT AND SCHOOL SPONSORSHIP, EMPLOYEE ENGAGEMENT, CONTENT CREATION, OR CAUSE-RELATED MARKETING INITIATIVES, WE INVITE YOU TO FIND A MEANINGFUL WAY TO PARTNER WITH THE CMC.

“Our relationship with the Colorado Mountain Club runs deep. It is a real partnership. Through the CMC, CAMP can contribute directly to efforts that develop the next generation of Colorado mountaineers and help drive the vision for the future of mountain activities in our state. The partnership gives us unique visibility with a diverse, growing community of passionate adventurers.”

—Jesse Mattner, Managing Director, CAMP USA Inc.
a proud supporter of CMC signature events and technical schools





Partnership Opportunities

PARTNERS CAN DIRECT SUPPORT to various CMC initiatives, allowing targeted contributions which align with supporters’ individual philanthropic and marketing interests.

- Contributions are added together to determine the overall sponsorship level.
- Sponsorship levels are based on annual contributions, with commensurate benefits occurring each calendar year.
- In-kind contributions are used for membership drives, fundraising and volunteer recognition, and can represent up to 20% of the total annual contribution.
- Partners will be recognized in club communications and at club events in a way that is proportional to their contribution.



MARKETING & MEMBER ENGAGEMENT PERKS

Print - Company listed in Annual Report and other print publications	x	x	x	x	x	x	x
Web - Company listed on CMC.org and sponsorship-related webpages	name	name	logo	logo	logo	logo	logo
Social - mentions in CMC social media messaging and calls to action	x	x	x	x	x	x	x
Email - Company featured in Rucksack newsletter & program-specific emails			x	x	x	x	x
Targeted Email - Members-only offers via email				x	x	x	x
Sponsored Content - via blog post, guest features, etc.					x	x	x
Co-Branding - CMC Instructor sponsorship, and use of brand's in-kind apparel for our Instructor Teams, exposing your company to more than 7k CMC members and users each year						x	x
Co-Branding - Approval for your company to use the CMC logo for marketing and promotional materials							x

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.

SIGNATURE EVENT PERKS

Partner Memberships - allows access to member events		1	2	5	10	25	50
Annual Benefit Gala - attendance at our largest fundraiser			1 ticket	2 tickets	4 tickets	1 table/8 seats	1 VIP table/8 VIP tickets
Colorado Mountain Fest - participation in festival education and/or vending			1 workshop or lecture	2 workshops or lectures	2 clinics	5 clinics	All-access passes + Unlimited clinics
Film Festivals and Speaker Series - activate audiences at public events			Table	Table + Guest giveaway	Event table + activation	Event table + activation	On-stage Activity



Support Youth Education

OUR CLUB HAS A STRONG LEGACY of community and education that has been passed down for over a century—and through our youth programs we have the opportunity to inspire the next generation of mountain climbers, leaders, and environmental stewards. CMC’s Youth Education Program (YEP) has provided children and young adults with unique opportunities to deepen their self-knowledge and connect with their peers and the outdoors through experiential education for over 20 years.

We believe in the benefits of time spent outside. We believe in inspiring connections to nature and Colorado’s mountains. We believe in promoting mindfulness and personal growth. We believe in inclusivity and fostering a welcoming community.

WE ARE COMMITTED TO THESE VALUES AND HAVE BIG GOALS FOR THE COMING YEAR— BUT WE NEED YOUR SUPPORT TO MAKE THEM HAPPEN.

YEP - DAY PROGRAMS

Student sponsorship	\$500	Access for 1 student to learn new outdoor skills
School sponsorship	\$2,500	Support for 1 in-school day program of choice

YEP - TRIPS & CAMPS

Mountain Explorers	\$1,000	Funds to provide a weeklong overnight for 1 student
Mountain Leaders	\$1,500	Funds for 1 student trip + leadership development curriculum

FAMILY WILDERNESS SECTION

Program Launch	\$10,000	Launch the section and provide the opportunity for families to recreate together
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SCHOLARSHIPS & GRANTS

Youth Awards	\$1,000	Increased access for aspiring mountaineers and a CMC program of their choice
Adult Awards & Grants	\$2,500	Support members in need and grant them opportunities to live their dreams!
Named Scholarship or Award	\$varies	Create a custom scholarship or award program to address your own business goals or needs



YEP: Day Camps and In-School Instruction

From in-person field trips to virtual experiences, the Colorado Mountain Club’s Youth Education Program (YEP) provides fun science and outdoor activities for students.

School and Group programs at YEP link science education with Colorado’s greatest natural resources: the mountains!

YEP staff is experienced in tailoring educational programs to meet the needs of all age groups and backgrounds. Many of our outdoor and science education programs are customizable, combining 1-3 activities to best fit academic or group goals.

Overall, our program is committed to making the mountains accessible to all students throughout the Denver Metro area. Since our start in 1999, we have introduced more than 70,000 youth of all backgrounds to Colorado’s mountain classroom.



Family Wilderness Section

The Colorado Families Section aims to inspire curiosity and a sense of adventure for all ages. Whether you’re already an outdoor enthusiast wanting to engage the rest of your family, or you are new to adventures in Colorado, the Colorado Families Section provides a fun and safe environment to learn new skills and make new friends.



YEP: Summer Camps and Trips

The Mountain Explorers Program - a day and overnight summer camp for elementary and middle school-aged youth. Activities take place in Colorado’s open spaces and parks and include rock climbing, hiking, canoeing/kayaking, and camping. Participants learn basic orienteering, mountain safety skills, Leave No Trace, and responsible outdoor recreation. The CMC makes this program available to all students through affordable rates, scholarships, and partnerships with organizations that serve at-risk youth.

The Mountain Leaders Program - geared toward building leadership skills in 9th-12th grade youth, the program is an adventure-filled week of learning unique mountain skills and having fun. Youth spend the week outdoor rock climbing, “backcountry” cooking, learning basic snow/glacier travel technique, and paddleboarding! Aside from that, teens will also gain valuable insight into their own learning and leadership styles. Participants also walk away from this camp with a Wilderness First Aid (WFA) certification!



Adventure Scholarships & Grants

Oftentimes the cost of entry to outdoor recreation is prohibitive for many.

At the Colorado Mountain Club, we aim to increase access for everyone wanting to get outdoors, especially those who have been disadvantaged and are from historically marginalized groups.

We provide several annual grants and scholarships for those wanting to participate in introductory CMC programs, like YEP, or for experienced individuals to advance their skills and live their dreams.

By supporting a CMC scholarship or grant program, you will help provide access to the outdoors for a person or group, helping them join a supportive community of outdoor enthusiasts.



Support Conservation

SINCE ITS FOUNDING, THE COLORADO MOUNTAIN CLUB has worked to create, define, and protect the Colorado experience. In 1912, charter members Enos Mills and James Grafton Rogers worked tirelessly to designate the Estes Park Valley and beyond as Rocky Mountain National Park. Their success in 1915 marked the beginning of CMC's conservation legacy and changed millions of lives.

Today, CMC Conservation continues this tradition by promoting sustainable recreation, protecting wild lands, creating and maintaining access to Colorado's best places for recreation, and engaging in stewardship in the places that hold so much meaning for members.

WE NEED YOUR SUPPORT TO PROTECT COLORADO'S WILD PLACES AND ENSURE FUTURE GENERATIONS INHERIT PRISTINE WILDERNESS FOR SUSTAINABLE OUTDOOR RECREATION OPPORTUNITIES.

ADVOCACY

Peak Fund	\$500	Help keep access to Colorado's 14ers open!
Advocacy Campaigns	\$1,000	Support members' legislative and administrative outreach

TRAIL STEWARDSHIP

Maintainence & Conservation	\$2,500	Keep crews working to improve the trails we love!
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DATA COLLECTION AND LAND MANAGEMENT

RIMS mobile app	\$5,000	Allow CMC to help land managers nationwide understand issues and needs through citizen collected data
Snow Rangers	\$15,000	Fund the team conducting outreach and collecting data on winter backcountry usage



Advocacy: Engaged Members & Impact

Through legislative and administrative campaigns, CMC works to preserve and enhance human-powered recreation in balance with natural resource conservation on Colorado's public lands.

Over the years the Club has continued to tackle tough environmental issues, both large and small. These efforts have led to numerous successes, including planting trees in the 1940s and 1950s, opposing construction of more dams, supporting the federal Wilderness Act of 1964, and influencing policies on open space, timber sales, and water diversions. Current projects include public land planning, new Wilderness designations, and policy related to outdoor recreation and conservation.

Relying on the tried and true strength of its members, the CMC will continue its successful conservation record into the 21st century.



Stewardship: Trail Maintenance, Restoration, and Conservation

When it comes to trail stewardship, CMC is committed to on-the-ground protection and improvement of public lands throughout the state. Our Stewardship Crews work across Colorado each summer and fall to assist the Forest Service and Bureau of Land Management with maintaining trails and restoring natural resource areas. The crews also host volunteer events and partner with numerous nonprofits to assist in trail design and project management.



Data Collection and Land Management: Snow Rangers

As backcountry skiing grows in popularity it is more important than ever to have an education and enforcement presence in the Colorado mountains to help ensure safe and responsible recreation.

To help address this need, CMC has partnered with National Forests in Colorado to host a team of "Snow Rangers" to assist in patrolling, visitor education, user counts, partnership development, and more.

The program builds a better understanding of the current and future needs of these areas from a land management perspective, and acts as a helpful source of information and education to the public.

Since its inception, the Snow Ranger program has been able to collect a trove of data on land use, and conduct hundreds of hours of educational engagement with users in the backcountry, as well as with youth during outreach events.



Data Collection & Land Management: RIMS mobile App

In 2019, CMC launched the Recreation Impact Monitoring System (RIMS) app to assist Colorado land managers in collecting data about critical issues related to recreation and natural resources.

Relying on crowdsourced information, this app and its collected data can be used to better understand and address critical issues related to recreation and natural resources.

Using the RIMS app, volunteers can tell land managers what they need to know about popular trails—all while they're out on a hike. Reports include:

- ▶ Trail maintenance needs like downed trees, erosion issues & structural damage
- ▶ Inventory of campsites to document fire rings, tree damage, and trash
- ▶ Tracking of visitor use to understand user types and seasonal trends



Event Engagement

FROM FUNDRAISERS TO FESTIVALS, CMC is proud to offer a variety of events held throughout the Front Range, mountain towns, and at the American Mountaineering Center, located in beautiful Golden, Colorado.

Our goals are to support our community of members and mountaineering enthusiasts, provide exciting events for all to learn, and have fun and interact with brand partners, all while simultaneously raising funds necessary to support the vital work of CMC’s education and conservation programs.

With an engaged membership of over 7,000 and an active email list of 29,000+ outdoor enthusiasts, we know how to get people together and host a great event!

JOIN US BY SUPPORTING ONE OF CMC’S SIGNATURE EVENTS!

Annual Benefit Gala	Tickets/Tables	Program	Products	Digital Promo
Bronze - \$1,000	2 VIP tickets	Name		social
Silver - \$2,500	1 table	Logo	Giveaways	email
Gold - \$5,000	1 VIP table	Name + Logo	Special doorprize	Email + social
Platinum - \$10,000+	Presenting + VIP table	Custom	Custom	Custom

Colorado Mountain Fest

Bronze - \$1,000	Tent	Name		social
Silver - \$2,500	Tent + Clinic	Logo	Giveaways	email
Gold - \$5,000	Signature Event	Name + Logo	Gear Demos	Email + social
Platinum - \$10,000+	Presenting	Custom	Custom	Custom

Film Festivals & Speaker Series

Bronze - \$1,000	2 tickets			social
Silver - \$2,500	4 tickets	Event table	Giveaways	email
Gold - \$5,000	10 tickets	Event table	Giveaways	Email + social
Platinum - \$10,000+	20 tickets	Event activation	Discounts	Custom

CMC Leadership Training

Bronze - \$1,000	-	Event table	Giveaways	Email + social
Silver - \$2,500	-	Event activation	Discounts	Email + social

** all event sponsorships include promotion the day-of an event through signage and sponsor recognition*



Colorado Mountain Fest
Occurs annually in late summer/early fall
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 mountaineering 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.



CMC Film Festivals & Speaker Series
Occurs throughout the year
Building community connections, continuing to learn, and getting inspired to get after 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 locally 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.

The CMC brings athletes and films to groups around the entire state of Colorado, including places like Golden, 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 new spaces.



Annual Benefit Gala
Occurs annually in late fall/early winter
A philanthropic event in support of the CMC

The Benefit Gala is a special night that brings together hundreds of members and community leaders to raise critical funds to expand and deliver on the mission of the Colorado Mountain Club. Typically the event features a cocktail reception and sit-down dinner, silent auction, live action, and inspirational keynote speaker. Sponsors are able to generate brand awareness and show their support for the CMC through inclusion in auction events, table sponsorship, and by attending the event.



CMC Leadership Training
Occurs throughout the year
Technical training & leadership education for our core volunteers and influencers

At various times throughout the year, CMC gathers our outdoor influencers – volunteer trip leaders, instructors, and directors – to brush up on unique skills and participate in leadership training to better serve as guides to our thousands of members.

This is the apex of what we do at the CMC: creating community and ensuring all Coloradans have access to responsible mountain education.

These training conferences and seminars include workshops, gear demos, speakers, and happy hours 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. And between seminars, gear demos, and happy hour, you’ll have plenty of time to get to know our leaders personally.

Building community and 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.



School Sponsorships

EDUCATION IS AT THE CORE OF OUR MISSION—we offer over 250 courses, classes, and schools that cover a wide variety of disciplines and are welcoming to students no matter their skill level. By supporting CMC Schools, you will engage with outdoor influencers that our members know and trust. As a result, more people will be exposed to your brand early in their outdoor careers, building awareness and brand recognition that lasts a lifetime.

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.

\$2,500 per School	Season	Avg. Annual Students	Benefits
Introductory Schools: Hiking and Safety	all year	690	Access to Instructors and Students <ul style="list-style-type: none">Build deeper relationships with instructors, leaders and students through facilitated, direct engagementOne dedicated email to instructors, sent by CMC, prior to school launch
Rock Climbing	June - Oct	300	
Ice Climbing	Jan - Feb	60	Product Promotion and Usage <ul style="list-style-type: none">Creation of discounted purchase programs for Instructors and class participantsAbility to provide products for use in schools so students can familiarize themselves with the gear. This can be done as donations or demos.Development of a member benefits program promoted to all (7,000+) CMC members.
Alpine Climbing	Feb - July	100	
High Altitude Mountaineering	Jan - June	30	
Backcountry Ski and Snowboard	Nov - April	100	Brand Recognition and Promotion <ul style="list-style-type: none">Signage and verbal recognition at program related eventsAcknowledgement of support in all print and digital promo and course collateral
Avalanche	Dec - March	360	

INTRODUCTORY SCHOOLS: HIKING & SAFETY

Year-round

Whether someone wants to bag a few 14ers or just want to enjoy the scenery and make new friends, CMC's intro schools are a great point of entry for many current and new members. Students are all ages, from 18 to 70+, and have varying degrees of outdoor recreation experience.

For those new to hiking, these schools give students the opportunity to learn how to travel safely – and with confidence – in the backcountry. And for those who've spent more time in the mountains, the schools give students a chance to enhance their skills and possibly to fill in some gaps.

Intro classes are created to respond to the demand of a growing Colorado. An example of some current offerings include:

- **Intro to Hiking Safety** even if you are a proficient adventurer from other mountain states, Colorado's mountains present very unique challenges. From high altitude concerns, to intensely fast weather changes, to proper gear or what to do in case of an animal encounter, students learn how to prepare for a fun day in the Colorado mountains.
- **Wilderness Trekking School (WTS)** gives students the opportunity to learn how confidently navigate the backcountry. Both for the novice and experienced, topics covered include: essential gear, off-trail travel techniques, map & compass skills, nutrition and hydration, emergency management, avalanche awareness and "Leave No Trace" practices.
- **Wilderness First Aid (WFA)** teaches students the skills to anticipate risks and hazards, identify medical, traumatic, environmental problems, recognize life-threatening issues, initiate basic care and deliver a cohesive report. The curriculum forces students to think creatively, adapt to ever changing situations, and learn valuable leadership, decision making, and communication skills.



ADVANCED TECHNICAL SCHOOLS: CLIMBING & MOUNTAINEERING



Alpine Climbing February – July

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. The 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 graduate to well-rounded, self-sufficient climbing partners on multi-pitch climbs.



High Altitude Mountaineering January – June

High Altitude Mountaineering School (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.



Rock Climbing June – October

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 January – February

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 students’ 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.

ADVANCED TECHNICAL SCHOOLS: WINTER SPORTS & SAFETY



Backcountry Skiing October – April

Intro to Backcountry Skiing wants to help our Colorado community learn the skills necessary to get started on their backcountry ski or snowboard journey. With the explosion of interest in backcountry snowsports, this course is designed for those that are “new to the backcountry,” and will help those get out on AT skis, splitboards, or telemark skis, and make decisions on their own that result in safe and enjoyable trips.

Ski Mountaineering is intended to develop the skills, attitudes, and awareness needed for ski mountaineering tours, such as 13er and 14er ski descents in Colorado and ski traverses and ski mountaineering routes in Europe and Canada. Some of the topics covered include planning and preparation, ski gear and equipment, ski techniques, route finding, and avalanche assessment.



Avalanche Safety December – March

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.



Corporate Memberships

HERE IN COLORADO, relationships are often forged in wild places. This fosters unforgettable, life-changing experiences and bonds that can last a lifetime. Our Corporate Membership program will provide your company with the infrastructure and programming to enhance your corporate culture, promote volunteerism, and strengthen your team.

In addition to the regular benefits that CMC members receive, we will collaborate with you to design a customized program that adjusts outdoor activities, offerings, and delivery to best meet the needs of your company and employees, and best serves them through the lens of outdoor culture and lifestyle.

Sample perks and benefits of Corporate Memberships include:

- Custom guided trips to Colorado's greatest mountain locations
- Employee "Lunch and Learns" to build outdoor skills
- Custom branded gear
- The creation of your own CMC chapter.

BECOME A CORPORATE MEMBER AND LET CMC HELP YOU BUILD AN OUTSIDE-THE-BOX CORPORATE CULTURE THAT WILL HELP YOUR EMPLOYEES REACH THEIR FULLEST POTENTIAL.

"I view the Colorado Mountain Club as a leadership factory. I've worked with numerous people in the CMC orbit and they're strong in a physical, mental, and community sense. The CMC offers needed balance in a digital world. I've worked for a few different CMC-led expeditions, and just to have that opportunity of adventure at people's fingertips is invaluable."

-Chris Tomer, Meteorologist and bestselling author.

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

For more information, contact:

CMC DEVELOPMENT

give@cmc.org • (303) 996-2752

[Front Cover and This Page] Marisa Jarae

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-news-letters

» Average Open Rate: 28%

Facebook **24,700+ followers**

» 23% growth since 2019

Instagram **13,000 followers**

» 35% growth since 2019

Twitter **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