

A GUIDE TO SPONSORSHIP

BIGCITYMOUNTAINERS.ORG



WHY YOUR SUPPORT MATTERS

Here at Big City Mountaineers (BCM), we believe that a meaningful experience in the outdoors has the ability to change a life. In fact, what we have known intuitively among outdoor recreation enthusiasts for decades is now being researched by social scientists and mental health experts – that nature and experiences in nature (passive or active) have tangible benefits to human existence – physical, mental, and spiritual.

We are only just scratching the surface in this field, but data collected over the past 10-15 years shows experiences in nature reduce stress, improve our physical health, lead to better education outcomes, and build civic mindedness. Moreover, it is widely understood, that the conservation gains we have made and the outdoor recreation opportunities we enjoy are in peril if the next generation is disconnected from nature and does not appreciate its benefits.

Knowing this, we invest in People, prioritize Partnerships, and visit incredible Places to ensure our camps and expeditions have a net positive impact on our students' lives. First, our kids are paired in a 1:1 ratio with adult mentors. Our rigorous recruiting and training process ensures that our People are qualified and prepared to successfully mentor BCM participants. Second, we Partner with community-based youth development organizations to recruit students, prepare them for the experience, and transfer lessons learned in the backcountry to life back home. A staff member from each agency attends the expedition as a mentor to ensure the transference of learning continues after the expedition. Finally, BCM prides itself on the inspirational Places it conducts its trips. We visit amazing public lands – National Parks, Monuments, and Wilderness Areas. These unique environments facilitate rapid learning and deep change in our participants.

HOW WE WORK

Our Students

- 80% racially diverse program participation
- 85% qualify for free and reduced lunch programs
- 60% have been exposed to violence at school
- 50% live in a single parent or foster care households

Our Strategies

- 1:1 mentoring with caring adult role models
- Challenging and inspirational mentorship setting
- Tailored programming in coordination with home agencies
- Follow-up transference activities
- Alumni and youth employment opportunities

Our Results

- Reduced Likelihood to Use Drugs and Alcohol
- Reduced Likelihood to Engage in Violence
- Increased Likelihood to Succeed in School
- Increased Likelihood to Exhibit Leadership
- Increased Likelihood to Maintain Good Health Habits

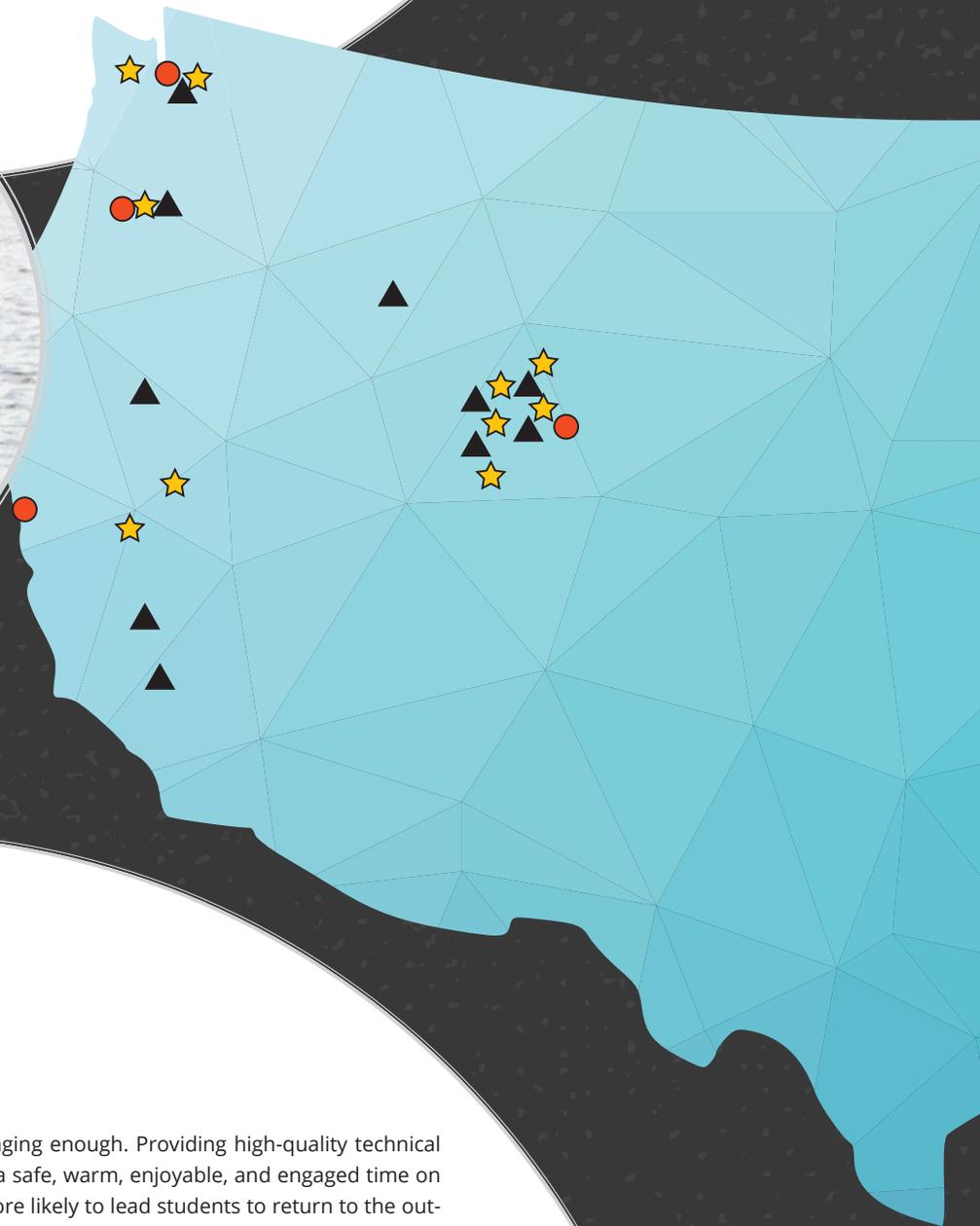
PROGRAM

The Core of What We Do

Since 1990, BCM has led trips into the backcountry to challenge, inspire, and instill critical life skills in under-resourced urban youth. Operating in Boston, Minneapolis, Miami, Denver, Seattle, Portland, and the San Francisco, we seek to deepen our roots in these cities by building sustainable and impactful programs. We do this in two specific ways - our week-long expedition engaging teens ages 13-18 and our overnight camps for youth ages 8-12.

Action Items:

- Sponsor an expedition or student
- Support a regional program
- Engage in our Change-a-Life Campaign
- Support our alumni trips
- Establish professional development opportunities for our students



IN-KIND SUPPORT

We Outfit Our Kids from Head to Toe

A first-time experience in the backcountry is challenging enough. Providing high-quality technical clothing and equipment ensures that our kids have a safe, warm, enjoyable, and engaged time on their programs. Plus, a positive first experience is more likely to lead students to return to the outdoors. There are myriad ways to support BCM through in-kind contributions.

Action Items

- Showcase your best apparel and technical equipment in the field with our students
- Provide gear incentives for SFS climbers
- Offer your in-kind professional services such as creative design, marketing, photography, and videography.
- Donate advertising space or promote us on social media
- Donate food

SUMMIT FOR SOMEONE

Big City Mountaineers' Adventure Fundraisers

Every year hundreds of climbers, mountaineers, hikers, and adventurers take part in a peer-to-peer fundraising campaign to raise money for BCM. Climbers have the option to choose a pre-arranged guided climb to some of the world's most renowned summits or to create their own custom adventure. Climbers build community and awareness by reaching out to friends, family, neighbors, and co-workers to share their story and explain why they believe BCM is worth supporting. Through the collective efforts of our climbers, thousands of donations are made, tens of thousands of people are reached, and hundreds of thousands of dollars are raised for our program.

Action Items:

- Title sponsorship of our signature climbs
- Sponsor an employee to climb
- Share your sponsored athlete as an SFS Ambassador
- Schedule your own corporate or team building climb



- ★ EXPEDITION LOCATIONS
- SERVICES ACCESS
- ▲ SUMMIT FOR SOMEONE

VOLUNTEER

The volunteer adult mentors who we pair up with our kids, one on one, are the heart and soul of our organization. It would not be a BCM experience without the mentors who accompany the kids on each trip. They execute our programs in the field and provide a safe place for our students to build self-confidence, self-efficacy, empathy, resilience, and a better awareness of their own personal strengths. We would love to organize volunteer opportunities and other events for your employees or colleagues.

Action Items

- Become a mentor
- Incentivize your employees to volunteer
- Throw an event that supports BCM
- Join our National Advisory Council

HOW OTHERS GET INVOLVED



The North Face supported us through their "GivePack" campaign in which \$1 for every back to school backpack sold went to BCM. The campaign generated \$75,000.



Eddie Bauer is the title sponsor of our Overnight Camp program. They support us through cash contributions, in-kind product donations, and staff volunteer time totaling over \$50,000.



Since 2008, BCM has partnered with SOLE to promote their Ed Viesturs Ultra footbed. \$1 from each footbed sold is donated to BCM. Since its inception the campaign has totaled over \$200,000 for BCM.



Industrial Revolution's UCO brand has sponsored our Summit for Someone climb of Mount Rainier. In addition, they have donated product for our students and held a "spork sale" for us at the Outdoor Retailer Show.



Jansport has been one of BCM's strongest partners. Not only do they support us with cash donations annually, but they supply all of our summit flags and t-shirts for all of our students each year.



Timberland donates cash and approximately 100 hiking boots every year for our students. Moreover, staff within Timberland have been instrumental in launching our New England Program



Vasque supports our Minnesota program through a cash contribution every year as well as a donation of boots for our students. Red Wing staff have also helped build out our new Boundary Waters Base Camp.



ibex has hosted BCM's "Pick Your Pack" Raffle at OR - a happy hour at the show to raise money for our program.



Vista Outdoor has coordinated their very own corporate climb of the Grand Teton. Ten employees climbed the Grand and raised \$25,000 for BCM in the process.



During the winter holidays, Any Mountain runs a "Round Up" campaign for BCM. The campaign raises approximately \$20,000 which is then matched at 50% by their parent company, Vail Resorts.

BACKPACKER

Backpacker and Climbing Magazine have support Summit for Someone through the generous donation of advertising space in their publications to promote our signature fundraiser.



Osprey provides a specialty made "Program Line" backpack for many of our expeditions. The packs are specifically designed to be easy to use for program participants like ours.



Columbia runs a "Try On" Campaign to raise funds for BCM, and supplies our students with rain jackets, rain pants, and water shoes.



Zappos and Merrell combined to run a "May with Merrell" campaign in which BCM received \$5 for every Moab shoe sold through the on-line retailer.



Dozens of REI store employees participate in the "8000 Meter Challenge" which matches retail stores against one another in a team-based adventure race. Racers raise money for BCM and earn points based on their fundraising totals and collective time on the course.



Smartwool - Smartwool donates both cash and socks for our students. Additionally, they host a "Brew and View" for us, have sent staff on expedition, and have organized employee work days at camp.

