

# CORPORATE PARTNERSHIPS

BIG CITY MOUNTAINEERS

# 20 22



# OVERVIEW & CONTACT INFO

## OVERVIEW

Having safe, enjoyable access to the outdoors is a critical element in human well-being. A personal connection with nature supports physical, mental, and emotional health, can help develop critical life skills, and fosters a sense of community and place in the world. **While opportunities for outdoor recreation abound in the United States, systemic inequities in our society have created extra barriers to outdoor access for some communities.**

At Big City Mountaineers, we work to understand and break down the various barriers to outdoor access. We provide transformative experiences through nature that strengthen life skills and build community for youth from disinvested communities. We work in partnership with youth agencies and schools to give students opportunities to develop their personal relationships with the great outdoors, which will serve them throughout their lives.

**A partnership with Big City Mountaineers is an effective way to formalize your brand's commitment to equity and inclusivity in outdoor spaces.** BCM is well-known within the outdoor industry and beyond as an early and consistent leader in this work, with nearly 35 years of experience. We are a national nonprofit with programs in six major metropolitan areas - Denver, San Francisco, Portland, Seattle, Minneapolis, and Boston.

Overcoming the roots and effects of marginalization will require the energy and intention of all of us. BCM believes in starting that journey on familiar ground. **Join us in helping to make transformative experiences in nature a reality for young people from every community, at a time when such experiences are more necessary than ever.**

## FOR INQUIRIES

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DIRECTOR OF DEVELOPMENT

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# WHY PARTNER WITH BCM



- Demonstrate commitment to equity and inclusivity in outdoor spaces
- Support youth in establishing a personal relationship with the outdoors
- Align values with a long-standing, trusted organization in outdoor equity work
- Improve employee satisfaction through engagement opportunities and meaningful connection to higher purpose
- Develop company culture around mission-directed initiatives
- Lean into a relationship-based collaboration with BCM
- Have fun with an actionable teambuilding engagement experience

# SPONSORSHIP OPPORTUNITIES

## YOUTH EXPERIENCES

BCM's student-centric programs are at the very core of our existence and our number-one funding priority. Dedicated staff play a critical part role in BCM's ability to build trust-based relationships with youth agency partners, students, and their families.

### Fund one youth participant

Day Hike	\$125
Overnight	\$250
Expedition	\$875
Full Series	\$1250
Expedition Gear	\$725
All-In Support	\$3600

### Fund group from one youth agency

Day Hike	\$1500
Overnight	\$2000
Expedition	\$5250
Full Series	\$8750
Expedition Gear	\$6500



## PROGRAM INFRASTRUCTURE

Every one of the nature-based trips BCM offers is completely free and fully-supported for all youth participants. Invest in key program infrastructure to help ensure students have a welcoming, comfortable first experience hitting the trail.

Transportation (per trip   per region)	\$690   \$5100
Emergency Response & Safety Gear (per trip   per region)	\$115   \$2100
Meals & Snacks (per trip   per region)	\$315   \$5675
Land Use Permits (per trip   per region)	\$100   \$1800
Volunteer Onboarding & Training (per person)	\$250
Professional Instructors (per year in each region)	\$11,000
BCM Program Manager (per year in each region)	\$75,000



# SPONSORSHIP OPPORTUNITIES

## FUNDRAISING INCENTIVE SPONSORSHIPS

Our adventure fundraising program is well-known and beloved among outdoor enthusiasts. The program model brings together twin passions in our participants: a personal love for spending time outside (and how that connection makes them feel) PLUS a desire to give back by sharing the benefits of experiences in nature with young people.

When an individual campaigns on behalf of BCM's youth programs through the Adventure for Someone program, they become eligible for special incentives at various levels of fundraising. Sponsor an incentive experience for these dedicated individuals and help keep the stoke high.

\$15,000 for 1-year sponsorship  
\$40,000 for 3-year sponsorship

- Brand name featured in trip listing on BCM website, documents and ads
- Mention in minimum of 3 BCM general newsletters (21,000+ subscribers)
- Feature in minimum of 2 social media posts prior to trip and one post-trip (15,000+ followers)
- Opportunity to outfit entire team with brand gear
- Space for at least 1 brand employee to join the team



# MAKE AN IMPACT

## CASH CONTRIBUTION

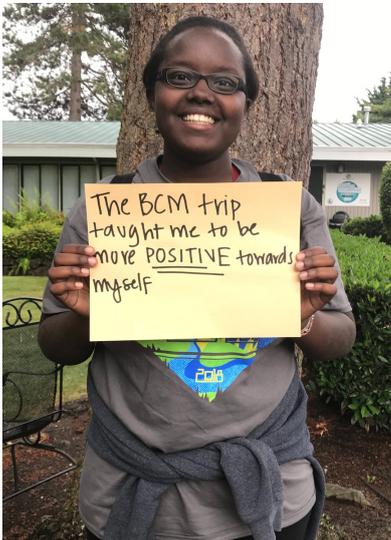
One of the major lifeblood ingredients of any business, including nonprofits. Unrestricted cash contributions ensure that the BCM team can thoughtfully address the barriers that limit young people's access to experiences in nature. See below for examples of effective funding mechanisms for brands of all sizes:

- Direct annual partnership payment - check, ACH, or online
- Percentage of ongoing sales
- Giveback campaign event
- Co-marketing venture
- Proceeds from inventory garage sale



## IN-KIND CONTRIBUTION

BCM strives to meet the needs of all program participants in the outdoor classrooms where we operate. Gear donations are an incredible way to ensure a baseline of comfort in such unfamiliar territory! Administrative and professional services can also be donated and support BCM's ability to function efficiently as an organization.



- Technical products to support our extensive gear library and outfit youth participants on BCM trips - every student on a multi-night trip receives a pair of hiking boots and socks to take home for future use!
- Professional administrative services (ex. legal, design, print, database management, statistical, marketing, risk and safety consulting)
- Product incentives and/or gift cards for participants in BCM's adventure fundraising program
- Appreciation gifts for volunteers, instructors, or youth agency partners

# GET INVOLVED

## EMPLOYEE ENGAGEMENT

There are many reasons to develop a robust nonprofit advocacy program for your brand team, including team and culture building opportunities; highlighting and celebrating brand values; infusing a sense of higher purpose to daily work; and opportunities to acknowledge and reward employees.

## VOLUNTEERISM

Rally employees around impactful action-based support for BCM youth programs!

- Give back with an Adventure for Someone campaign - sponsor an individual employee and their efforts, or plan a company-wide event
- Support youth trips on pack-out and return days
- Help with a special project that fits your skills set
- Encourage employees to apply to volunteer on a BCM youth program



## GIVING PROGRAMS

Get people across your company involved in giving to a cause they care about. There are multiple workplace giving options that BCM can help you set up and bring to life:

- Matching donations
- Payroll deductions
- Internal giving events through BCM's Adventure for Someone program

Big City Mountaineer's EIN is: 65-0200163

Financial transparency documents [HERE](#)

# ADVENTURE FOR SOMEONE

## TEAMBUILDING WITH COMMUNITY IMPACT

Adventure for Someone helps you design a team engagement and community impact campaign based on your employees' interests. Choose an activity outdoors that energizes your employee team, set a collective impact goal, and work together to raise funds in support of BCM's mission and your company's values.

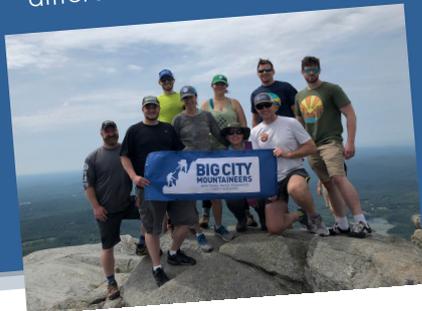
### Get started with 4 simple steps:

- 1 Choose your activity
- 2 Set a campaign goal
- 3 Rally your colleagues and community
- 4 Start your brand adventure

### Spotlight on

The team at Thermacell has created an annual campaign that connects their employees with BCM's work consistently.

While hiking and biking together, they've established a brand culture that celebrates collaborative effort to make a positive difference in their community



BCM offers an easy online platform to create a campaign landing page, that can be shared with your company or network to encourage participation and support. In addition to the platform and accompanying resources, all donations come straight to BCM which eliminates the need to manage donations.

### 10x10 AFS Campaign

Big City Mountaineers hosts the **10x10 AFS Campaign** annually for brand partners to amplify their collective effort to support BCM youth programming.

Join your fellow brand advocates in this fun, friendly challenge!

**10 BRANDS** <.....>  
raise  
>.....> **\$10,000**

### FOR BEST RESULTS:

- Include a company match incentive
- Get brand leadership involved
- Devise a friendly competition
- Start budget planning the previous fall and logistical planning by March 1 (the annual official kick-off date for AFS) for a summer campaign
- Work with BCM to build in storytelling opportunities!

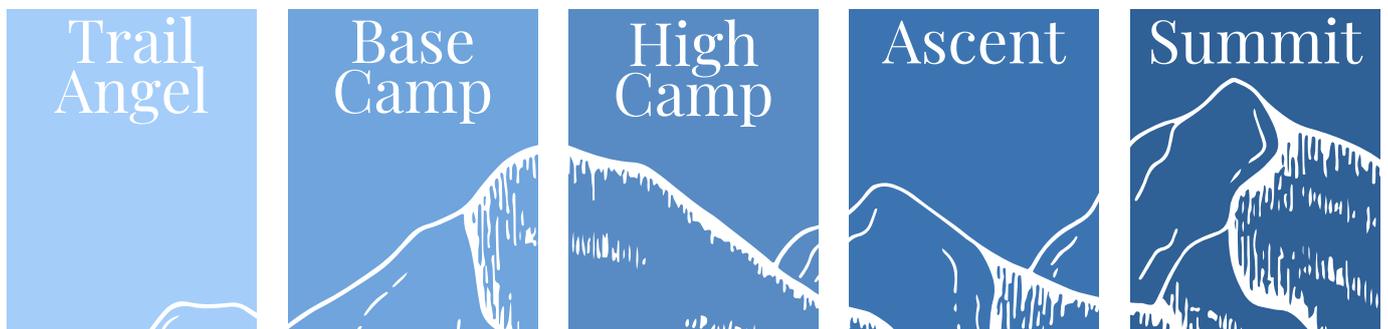
Read more about the AFS program [HERE](#)



# PARTNERSHIP TIERS & BADGES: INTRODUCTION

## PARTNERSHIP PROGRAM INTRO

Big City Mountaineers' corporate partners play an important role in our ability to achieve our mission at a high level of excellence. We are proud to have developed a community of supporters over more than three decades that come together as an impactful, unified force -- a force that cares deeply about both inclusivity in outdoor recreation and the conservation of natural places that make our country exceptional. Thank you for your interest in joining this dedicated team!



## PARTNER BADGES



We understand that every company is unique and has its own interests, circumstances, and values to navigate when exploring nonprofit partnership opportunities. Our goal is to find meaningful ways for your business to support the BCM mission so that both organizations can benefit and grow together. Partner badges help us to acknowledge and account for all of the contributions your team makes as part of your partnership.



### High-Impact Sustainer

Consistent financial support pledged over 3+ consecutive years



### Career Path

Creates equitable, inclusive career options for BCM youth participants



### Values Alignment

Demonstrable brand investment in the nuances and underlying values of BCM's work



### Thought Partner

Collaborates with BCM to advance outdoor equity conversations and improve access



### Creative Capacity Builder

Creatively transforms non-monetary resources into capacity-building funds for BCM



### Gear-Up & Go

Contributes mission-centric products that support high-quality BCM youth programs



### Amplifier

Increases broad awareness of BCM's work via intentional amplification efforts



### Deep Engagement

Partnership with BCM is known, held, and felt collectively by many brand employees

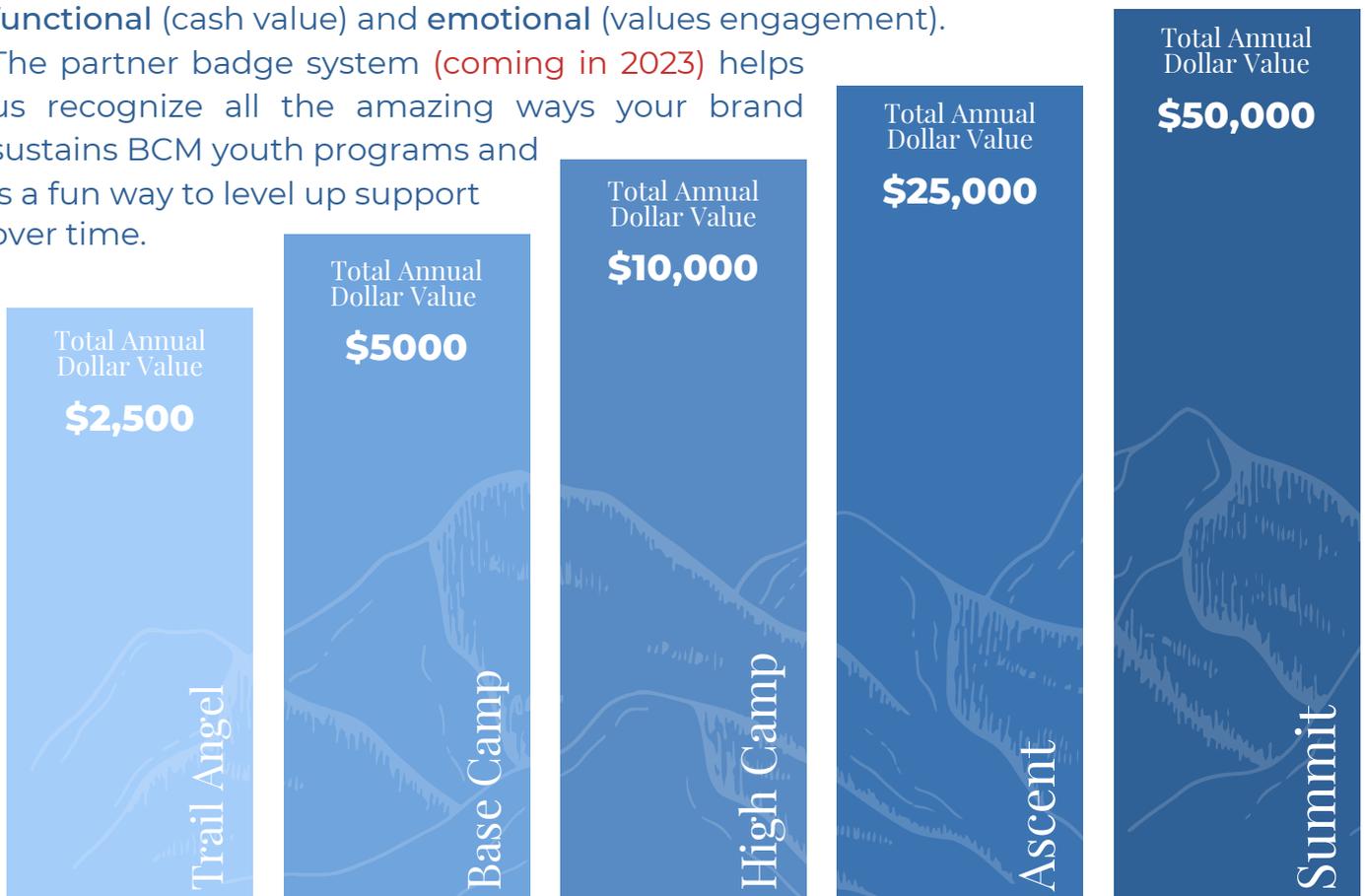
# PARTNERSHIP TIERS

## PARTNERSHIP TIERS

At Big City Mountaineers, we strive to offer a corporate partnership program that is based on authentic, mutually beneficial relationships with brands of all sizes. We believe that the most impactful partnerships are intentional, long-lasting, and aligned across key values and ideas. We're also committed to centering the needs and well-being of BCM youth participants above all by upholding basic principles of equity and inclusivity in every aspect of our work as an organization.

Our corporate partnership tiers focus on two major forms of support: **functional** (cash value) and **emotional** (values engagement).

The partner badge system (**coming in 2023**) helps us recognize all the amazing ways your brand sustains BCM youth programs and is a fun way to level up support over time.



### Grassroots Gift



We are grateful for contributions of all sizes that help make BCM youth programs possible. Grassroots Gifts are cash, in-kind, or a combination of the two with a total annual dollar value of <\$2500. We encourage Grassroots Gifters to participate in our partner badge program, and there is no minimum expectation to be involved.

**Coming in  
2023**

# PARTNER BADGES



## RATIONALE

Offering badges as part of BCM's corporate partnership program is one way we identify and acknowledge the spectrum of support our partners provide - from the functional to the emotional. We encourage partners to explore badge earning opportunities as a way to deepen our shared relationship and create better outcomes for everyone involved.

## BADGES EXPLAINED

	<b>Benchmarks</b>
<p> <b>High-Impact Sustainer</b> Running a nonprofit is like running a business. In order to plan and execute consistently high-quality work, we rely upon a stable financial foundation. High-Impact Sustainers have prioritized financial sponsorship of BCM that we count on as we build our program budget each year.</p>	<p>Financial support over at least (3) prior consecutive years</p>
<p> <b>Creative Capacity Builder</b> Many brands do not have the ability to write a big check, or may want to take action that is both engaging and impactful. Creative Capacity Builders transform non-monetary resources (such as excess inventory) into a capacity-building donation to BCM.</p>	<p>Hosts (1) event that leverages brand inventory to generate a cash donation</p>
<p> <b>Gear-Up &amp; Go</b> BCM is committed to providing every bit of gear for youth program participants to feel comfortable in the backcountry. Gear Junkie brands contribute mission-centric products that support high-quality experiences for every student that we serve.</p>	<p>Donates gear or key services specifically tracked on BCM program needs list</p>
<p> <b>Amplifier</b> Sharing BCM's mission and perspectives with new audiences is a great way to broaden support for our organizational goals. Amplifiers utilize their influence and platforms in ways that thoughtfully increase others' awareness and investment in BCM's work.</p>	<p>Run (1) campaign highlighting BCM that garners 50,000+ impressions</p>
<p> <b>Deep Engagement</b> It is people within brands who manage nonprofit relationships. Partners with the Deep Engagement badge ensure that the partnership with BCM is known, held, and felt collectively by many brand employees, and is sustainable beyond a single employee.</p>	<p>10+ or &gt;50% of brand employees actively volunteer on BCM's behalf in a year</p>
<p> <b>Thought Partner</b> Our Thought Partners are moved to take concrete action to advance DEI in outdoor recreation spaces. They collaborate with BCM to bring conversations about improving outdoor access to the world through at least one co-hosted public-facing event each year.</p>	<p>Co-host at least (1) public-facing education event with BCM each year</p>

## EXPLORATORY BADGES

<p> <b>Values Alignment</b> Demonstrable brand investment in the nuances and underlying values of BCM's work</p>	<p> <b>Career Path</b> Creates equitable, inclusive career options for BCM youth participants</p>
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Partnership tiers are based on contributions to Big City Mountaineers within one year of donation date. We update tiers and corresponding benefits bi-annually in April and October each year.



# PARTNERSHIP BENEFITS



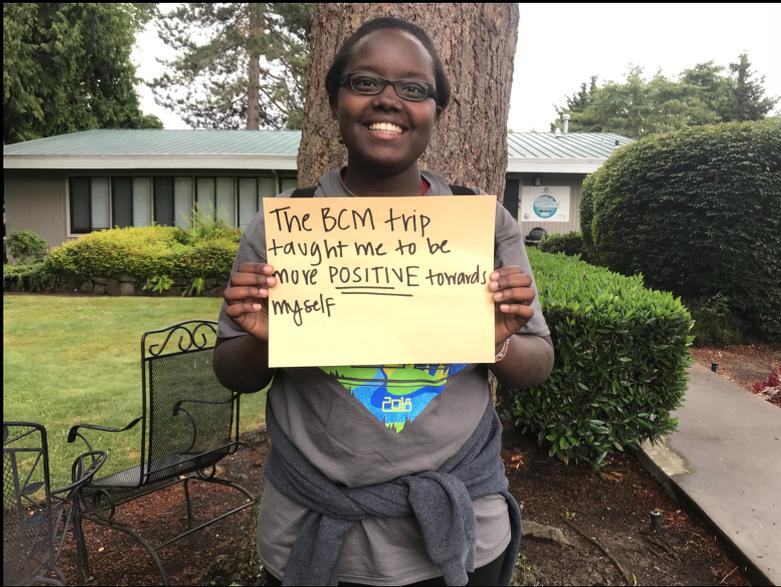
## PARTNERSHIP BENEFITS

At Big City Mountaineers, our goal is to provide a meaningful experience for every one of our supporters, including thoughtful, consistent communication and defined commitments. We hope all partners feel a sense of belonging and connection to the BCM mission, at the same time as we recognize the limits of our time and capacity.

	SUMMIT	ASCENT	HIGH CAMP	BASE CAMP	TRAIL ANGEL
Campaign designed with BCM team	2X	1X	--	--	--
Partnership check-ins with BCM team	6X	6X	4X	3X	2X
Lunch and learn presented by BCM staff	1X	1X	1X	1X	--
Logo included in BCM monthly newsletter	✓	✓	✓	--	--
Highlight on BCM social media platforms	3X	2X	2X	1X	1X
Link on Sponsors page of BCM website	LOGO	LOGO	LOGO	LOGO	LINK
Inclusion in BCM annual report	LOGO	LOGO	LOGO	TEXT	TEXT
Share brand job openings with BCM YAPs	✓	✓	✓	✓	✓
Year-long use of approved BCM logo and photos	✓	✓	✓	✓	✓

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