ABOUT THE COLORADO MOUNTAIN CLUB

The Colorado Mountain Club has been delivering conservation, education and recreational opportunities to the Colorado public since 1912. The CMC acts as a gateway to the mountains for novices and experts alike, offering an array of year-round activities, events and schools centered on outdoor recreation. The Club connects thousands of adventure-loving mountaineers and teaches the skills to safely and respectfully maximize living in an outdoor playground.

THE COLORADO MOUNTAIN CLUB IS ORGANIZED TO

- unite the energy, interest, and knowledge of the students, explorers, and lovers of the mountains of Colorado;
- collect and disseminate information regarding the Rocky Mountains on behalf of science, literature, art, and recreation;
- stimulate public interest in our mountain areas;
- encourage the preservation of forests, flowers, fauna, and natural scenery; and
- render readily accessible the alpine attractions of this region.
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
• 27,000+ subscribers to our e-newsletters
  » Average Open Rate: 48%
  » Average Click Through: 16%
• 20,100 followers
  » 21% growth since 2018
• 7,560 followers
  » 32% growth since 2018
• 2,550 followers
• Meetup: 4,372 members
  » 11% growth since 2018
• Trail & Timberline print and digital copies
  » Bi-annual publication
  » 12,000 printed copies annually
  » Digital version available online

OUR IMPACT
• 3,000 outings annually, including 200 courses, clinics and schools.
• 8,000 youth educated through our Youth Education Program
• Members completed over 126,622 human powered miles, equivalent to summiting the 14ers 98 times!
• Stewardship crews
  » maintained 81 miles of trail
  » removed 471 downed trees
  » restored 13,200 sq. miles of habitat
  » Over 50 miles of trail maintained
  » 3,400 hours spent on public lands projects

AVERAGE MEMBER INCOME: $86,000
AVERAGE LENGTH OF MEMBERSHIP: 9 YEARS
151% GROWTH IN MEMBERS UNDER 30 SINCE 2015
19% GROWTH IN MEMBERSHIPS SINCE 2016
6,600 MEMBERS
FOUNDED IN 1912

COLORADO MOUNTAIN CLUB | 1
**SPONSORSHIP**

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<tr>
<th>Benefit</th>
<th>Presenting Sponsor</th>
<th>Supporting Sponsor</th>
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<td>Company Logo on Dedicated Event webpage</td>
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**OTHER SPONSORSHIP OPPORTUNITIES**

- Friday night VIP Kickoff Party
- Keynote Speaker on Saturday Night
- Sunday Stewardship Trail Restoration
- Beer Garden
- Climbing Competition
- Saturday Night After Party
- Breakfast on Saturday and/or Sunday

**SOLD OUT**

Manufacture:
- $750 Cash/$750 in-kind

Retail:
- $500 Cash/$500 in-kind

**VENDORS**

- Presenting Sponsor (limit 1)
- Supporting Sponsor (up to 3)
- Clincs (up to 2)

**$2,500**
Colorado's premier mountain festival brings the community together for a fun-filled, family-friendly weekend of multi-sport adventuring, educational programming, and celebrating all things mountain. The event draws our broadest audience—from veteran mountaineers to novice day-hikers—to develop new skills in a wide variety of outdoor disciplines. 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, 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, 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.
# SPONSORSHIP

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<th>Exclusive name rights to event</th>
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<td>Company Logo on Dedicated Event webpage</td>
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</table>

## OTHER SPONSORSHIP OPPORTUNITIES
- Saturday Happy Hour
- Clinics
- Saturday Keynote Speaker

<table>
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<tr>
<th>PRESENTING SPONSOR (limit 1)</th>
<th>SUPPORTING SPONSOR (up to 3)</th>
<th>GEAR EXPO VENDORS (up to 10)</th>
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<tr>
<td><strong>$3,000</strong></td>
<td><strong>$2,500</strong></td>
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| Manufacture: | $750 Cash/$750 in-kind |
| Retail:      | $500 Cash/$500 in-kind  |
THE CMC LEADERSHIP SUMMIT

AUGUST 16-18, 2019
Technical training & leadership education for our core volunteers and influencers

The inaugural CMC Leadership Summit is a gathering of Colorado Mountain Club influencers – trip leaders, instructors, and volunteer leaders – that serve as the guide equivalent to our 6,600 members. The weekend includes clinics, 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. 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 Summit brings in over 300 volunteer trip leaders and instructors. These are the people whose opinions our members trust, without reservation. The Leadership Summit 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 Project allows your brand to interact with our influencers on your terms. 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 small group clinics, gear demos, and happy hours, you’ll have plenty of time to get to know our leaders personally. Rubbing shoulders with over 300 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.
# 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

## CMC SPEAKER SERIES

- Tabling at the event(s) (Depending on location and topic, attendees range from 40+ to 200+)
- 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
- Company name included in all press releases
- Logo on printed event collateral

- $2,000 Cash/in-kind

Contact: 303-996-2740 LoganChandler@cmc.org
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 approaching 7,000 and an active email list of 27,000+ 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 three 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
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 monthly with different incentive
  » Average reach: 15k
  » Average Impressions: 45k
  » Average 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 designed to ignite the conversation and discover how best to serve your employees through the lens of outdoor culture and lifestyle.

<table>
<thead>
<tr>
<th>100 MEMBERS</th>
<th>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:</th>
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<tr>
<td>• CMC Hat to wear out on excursions</td>
<td>• 6 annual “Lunch and Learns” for employees at a location of your choice. Topics are customizable and include:</td>
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<td>» The 10 Essentials for Backcountry Treks</td>
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<td></td>
<td>» Avalanche Terrain Awareness</td>
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<td></td>
<td>» Preparing for your first 14er and beyond</td>
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<td></td>
<td>» Fly Fishing 101</td>
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<td></td>
<td>» Outdoor photography</td>
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<tr>
<th>200 MEMBERS</th>
<th>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:</th>
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<tr>
<td>• Rocky Mountain National Park</td>
<td>• Hiking 14ers</td>
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<td>• Select waterfall hikes</td>
<td>• Exploring the Front Range</td>
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<td>• Flatirons in Boulder</td>
<td>» Barr Lake in Denver</td>
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<td>• Seasonal hikes – wildflowers in summer, foliage hikes in the fall</td>
<td>• Unique Conservation volunteer opportunity for employees to get out on the trails to preserve them for the future</td>
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<th>500 MEMBERS</th>
<th>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:</th>
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<td>• Leadership training</td>
<td>• Custom trips</td>
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<tr>
<td>• Administrative support</td>
<td>• Volunteer training</td>
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<tr>
<td>• Technical support</td>
<td>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.</td>
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</table>
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. This agreement is fluid and developed with a long-term relationship in mind. Sponsorship benefits and levels are always up for negotiation and conversation.
CORE CMC SCHOOLS

Equip and 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. The Colorado Mountain Club’s Technical Schools connects aspiring climbers and hikers with their outdoor ambitions.

Colorado Mountain Club’s Technical Schools, including Ice Climbing, and Technical Rock Climbing, Wilderness Trekking and High-Altitude Mountaineering are growing at a rapid pace. These schools are at the core of CMC’s mission - equipping members and Colorado mountain lovers with the skills to safely explore all that Colorado offers. Instructors for these technical schools are the core of both the CMC and Colorado outdoor community, preparing the next generation of outdoor enthusiasts.

By supporting instructors in CMC technical 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 instructors wearing your gear, students will see the true value in the technical gear that you provide, and select it as their own gear of choice as they progress in their mountain craft.
HIGH ALTITUDE MOUNTAINEERING

Instructors: 22
Average Participants Per Year: 119

$2,500 / $2,500 WHOLESALE PRODUCT

The High-Altitude Mountaineering School (HAMS) is for CMC members who are interested in learning and practicing the alpine skills that are needed to safely climb and enjoy high, glaciated mountains, including Mt. Rainier, Denali, the Andes, and the Himalayas! HAMS culminates in a high peak climb of Mt. Rainier, Mt Baker, Mt Adams or a similar high, glaciated peak.

The HAMS curriculum consists of a series of lectures and practice sessions on “Glacier Travel / High Peak Expeditions” module. The lectures and practices sessions are held at the AMC building in Golden, CO. Several training days for glacier travel, crevasse rescue, and glacier camping practice are also put on the calendar. Students who complete HAMS will be able to demonstrate proficiency with advanced mountaineering technical skills.

BENEFITS:

› Your Gear on Our Instructors – nothing works better than instructors using your gear in the field to acquire new converts
› Name inclusion with link whenever mentioning the class/course/school in state CMC communications
› Landing page of class/school/course on cmc.org
› Emails in Rucksack and Front Range Happenings promoting the course
› Facebook event page
› Logo included on course landing page with link back to their site on cmc.org
› Logo inclusion on all printed course materials and promotional items
› Included as a co-host for the class/course/school on Facebook event
› Inclusion in 2 Rucksack e-newsletters – 1 announcing course, 1 promoting enrollment
› Inclusion in 2 Front Range Happenings promoting course enrollment
› 2 social posts on all platforms – 1 promoting the course, 1 post during or post course
**WILDERNESS TREKKING SCHOOL**

**Instructors:** 38  
**Average Participants Per Year:** 309  
**$2,500 / $2,500 WHOLESALE PRODUCT**

Wilderness Trekking School is for all – whether you want to bag a few 14ers – OR – just want to enjoy the scenery and make new friends in the CMC. Students are all ages, from 18 to 70+. Throughout the 6-week course, WTS students meet for 5 lectures and 5 field days. They master map and compass skills, snow travel, wilderness first aid & survival, as well as making sure you have the 10 essentials and the right gear.

Because WTS is a pre-requisite to all other more technical courses, your brand will get in front of students that are new to the sport - looking for input on what gear to buy and why. Creating loyalty in the nascent stages of their outdoor careers will ensure that your brand remains their brand of choice for all their adventure goals.

**BENEFITS:**
- Your Gear on Our Instructors – nothing works better than instructors using your gear in the field to acquire new converts
- Name inclusion with link whenever mentioning the class/course/school in state CMC communications
  - Landing page of class/school/course on cmc.org
  - Emails in Rucksack and Front Range Happenings promoting the course
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ICE CLIMBING SCHOOL

Instructors: 38
Average Participants Per Year: 81

$2,500 / $2,500 WHOLESALE PRODUCT

BASIC ICE CLIMBING SCHOOL:
Welcome to the world of frozen climbing! Basic Ice teaches the fundamentals of the sport: ice tool and crampon techniques, climbing movement on low to moderate angle ice, descending, ice climbing equipment and clothing, as well as strategies to keep comfy and dry when climbing in the cold. Students in this class are new to ice climbing.

TECHNICAL ICE CLIMBING SCHOOL:
Class goals are to progress the skills necessary to lead WI3: technique, gear, movement, efficiency, safety, and ice anchors. WI3 and advanced skills needed for climbing WI4 and WI5. If time permits there will also be the opportunity to add fine tune steep ice technique (WI4-5) and basic mixed climbing instruction.

BENEFITS:
- Your Gear on Our Instructors – nothing works better than instructors using your gear in the field to acquire new converts
- Name inclusion with link whenever mentioning the class/course/school in state CMC communications
  > Landing page of class/school/course on cmc.org
  > Emails in Rucksack and Front Range Happenings promoting the course
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The Colorado Mountain Club’s Technical Climbing School connects aspiring climbers with their vertical ambitions. Classes and trips are designed to teach the technical elements of rock, including the use of ropes, anchors, protection, crampons and specialized skills to safely negotiate challenging terrain.

The entry-level courses provide a foundation, covering such topics as belaying, movement techniques, gear and navigation. More advanced courses build upon those basics and teach students everything they need to climb throughout Colorado.

**BENEFITS:**

- Your Gear on Our Instructors – nothing works better than instructors using your gear in the field to acquire new converts
- Name inclusion with link whenever mentioning the class/course/school in state CMC communications
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**Member Spotlight**

*David Boersma*

David grew up along Lake Michigan, hiking its woods, climbing its dunes, and kayaking its shores. Before heading westward to Fort Collins for access to the Rocky Mountains in 2008, he built his skills-and his friendship with best friend Andrew. Together, they spent time in the backcountry, Andrew distinguishing himself as a trail runner and David as a mountain biker. Where they each were at home and working is the trail in front of them. He has since run six marathons and four ultras, with his eyes set late summer on the Telluride Mountain Run. You’ll frequently find him running near his home of Arvada, although he’s one of the slower ones but loves the challenge. David owns and operates Mojave Creative Lab and has spent the last decade designing for numerous outdoor publications, including your very own *Trail & Timberline*.

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*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 outdoors, increasing accessibility, and promoting 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 as a private photographer and totaling a large black bear in the Boulder area 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 gone to the same middle school as Yahzid, got in touch via Instagram. They set up a phone call.

“Namaste, whose birth name is Quintavious Anderson, was looking for me 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.

“T semifinal deep into the wilderness taking wilderness shots,” Namaste said. That contrasted with many of the photographers in Atlanta who are focused on more urban themes such as fashion. 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.

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*WE BELIEVE IN*

**PREPARATION**

Every expedition starts with a plan. Our success in the wild depends on experience and thoughtful packing for the trail ahead. At Mojave Creative Lab, we help your brand prepare for the summit.

*“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.” — Abraham Lincoln*
TRAIL & TIMBERLINE

The official publication of the Colorado Mountain Club since 1918.

Trail & Timberline is the magazine of the Colorado Mountain Club, sent to over 15,000 members and subscribers. 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 $85,000 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 15,000 copies printed annually with a digital version 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 that 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.

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*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.