

# FREMONT ADVENTURE RECREATION 2022 CONTRIBUTION OPPORTUNITIES

*Founded in 2010 by a board of local outdoor enthusiasts, Fremont Adventure Recreation (FAR) is dedicated to its mission: to promote a culture of community and healthy living through human-powered outdoor recreation in the Royal Gorge Region. Our board has now grown to nine members, each of whom volunteers his/her time to the organization. As a registered 501(c)(3), we rely on public donations, sponsorships, and events to fund our goals. Thank you for your consideration and your commitment to our community!*



## TRAIL MAINTENANCE



We partner with a number of other organizations in order to keep our public lands clean, clear, and safe. We organize workdays for cleanup or maintenance of trail systems in the area.

## SKILLS AND EDUCATION



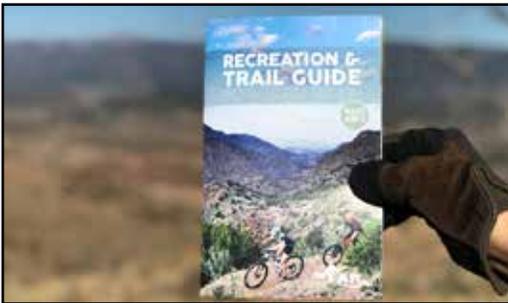
At least twice a year, we offer specialized clinics and / or guided hikes - so that our community can become familiar with local trails. We also support the Cañon City High School Mountain Bike Club.

## ATHLETIC EVENTS



Our events include the runBlossom 5K and 1/2 Marathon races, the Royal 50 mountain bike race, and other low-cost events. These events keep us active in the community and allow us to raise additional funds for FAR.

## TRAIL GUIDE PUBLICATION



Our Adventure Guide is the only professionally-produced trail and area guide that caters specifically to hikers, bikers, climbers, and adventure seekers. Distribution of over 9,000 (in Fremont County, the Pikes Peak Region, and welcome centers across Colorado.)

## COMMUNITY INVOLVEMENT



We sponsor two Adopt-a-Mile stretches, one on Red Canyon Road and one near the Royal Gorge. We also provide scholarships to area high school seniors, fund the YETI program for youth, sponsor the High School Mountain Bike Club, and provide Adventure Guides to all area 6th graders.

## TRAIL BUILDING



We partner with local public lands agencies and assist in the acquisition of grants, planning, and funding of trail systems. We work closely with professional trail builders.

# BUSINESS CONTRIBUTOR TYPES

## FAR SPONSOR

### BUSINESS DONATION



*Your FAR sponsorship helps us with programming and general operating costs. You can be assured your money directly benefits our community. We are committed to creating a culture of healthy living and hope you will help us in this goal.*

- Your business will write a one-time check for the sponsorship up-front
- Your contribution will be used to:
  - help FAR run events (and keep the cost low for participants),
  - pay contracted employees,
  - purchase promotional materials, and
  - provide scholarships for local high school seniors
- FAR will provide a custom wooden plaque to promote your support of FAR
- You will receive the benefits listed on page 4, based on your contribution level

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## 1% FOR TRAILS PROGRAM

### CUSTOMER-GENERATED DONATION PROGRAM



*The 1% for Trails program began in 2016 as a method of creating a substantial and sustainable funding source for trail systems in the Royal Gorge Region. This program can be tailored for your business, whether you decide to implement an opt-in method of collection, or an opt-out method. This money is then collected by FAR to use for trail building and maintenance programs. We work closely with the City of Cañon City to utilize our money appropriately and effectively.*

- Your contributions will be used specifically for trails, including:
  - signage
  - labor
  - equipment rental
  - promotional and educational materials
- Your business will choose to report and pay a monthly or quarterly payment
- Your business will add a 1% donation onto the sale of services, retail goods, or a combination of both
- FAR will provide custom materials to promote your participation in the program (window clings and signage) as well as printed materials (postcards) to help explain the program to your customers
- You will receive benefits listed, based on your prior or anticipated contribution level

# BUSINESS CONTRIBUTOR BENEFITS

*Sponsors at the Half-Marathon (\$500) level are encouraged to provide coupons or advertisements for our swag bags, plus enjoy a booth at any of our FAR events.*

## 2021 PROPOSED CALENDAR OF EVENTS

### JANUARY

1 Resolution Run

### APRIL

14 FAR + Royal Gorge Bridge hosts  
Business After Hours and Bike Ride  
16 Release Party and Membership Drive  
TBD Sequicentennial Bike Rally

### JULY

22 Kids Mountain Bike Guided Ride

### OCTOBER

15 Royal 50 Mountain Bike Races + PAV  
Trail Races

### FEBRUARY

13 FAR Snow Queen Frosty 5K  
[www.snowqueen5K.com](http://www.snowqueen5K.com)

### MAY

4 FAR runBlossom 5K/Half-marathon  
[www.runblossom.org](http://www.runblossom.org)  
20 Dino-Rific 1K Kids Fun Run

### AUGUST

### NOVEMBER

04 Sesquicentennial Royal Gorge Bridge  
Ride - "Bridge to the Future"

### MARCH

TBD Grand Opening of Royal Cascade

### JUNE

06 Women's Mountain Bike Clinic  
16 FAR Summer Social at WWBG

### SEPTEMBER

10 We Are All Made of Stars Gala

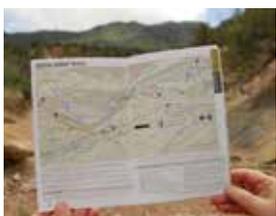
### DECEMBER

## SWAG



Each year, our limited-edition shirts are made available only to sponsors and donors. We can't wait to see all the places you'll wear it!

You'll also get a custom FAR plaque (the design mimics our trail signs) to let customers know that you support our recreation community.



As a contributor, you're welcome to distribute Adventure Guides. Pick up a box in April at the Release Party and let everyone know that you have them!

## MEDIA REACH



The joinFAR.org website receives an average of 7,500 page views per month from about 900 users. Most are from Cañon City (30%), Colorado Springs (11%), and Denver (18%).



Our Facebook page has 3,283 followers. We post 3-5 times per week and have a robust engagement pattern.



Our Instagram page has 1,028 followers. We post about 3 times per week.



We send out a monthly newsletter with over 650 recipients. Newsletters have an average of a 40% open rate.

# BUSINESS CONTRIBUTOR BENEFITS

WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

*We are pleased to offer the following benefits to our supporters. Whether your contribution is a one-time sponsorship donation or a year-long 1% commitment, the listed benefits will apply to the 2021 season.*

## ULTRA-MARATHON (\$5,000+) LEVEL

- VIP tickets to annual FAR Gala
- Up to 2 complimentary registration to all FAR events
- Logo on the FAR trailer, used to transport equipment and post results at all FAR-sponsored events
- Potential to hold events at your business location (packet pick-up, award presentation, meetings, etc.)
- Prominent logo with link on joinFAR.org website
- Prominent, top tier, logo recognition on FAR email newsletters
- "1% for Trails Featured Business" feature in FAR email newsletter
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution (**Please note that 2021 Adventure Guides will not be printed.**)

## MARATHON (\$1,000+) LEVEL

- Logo on the FAR trailer, used to transport equipment and post results at all FAR-sponsored events
- Potential to hold events at your business location (packet pick-up, award presentation, meetings, etc.)
- Prominent logo with link on joinFAR.org website and logo recognition on FAR email newsletters
- 3 Complimentary entries to any FAR event
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution (**Please note that 2021 Adventure Guides will not be printed.**)
- 3 limited-edition FAR items (available in June)

## HALF-MARATHON (\$500) LEVEL

- Logo with link on joinFAR.org website and logo recognition on FAR email newsletters
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution (**Please note that 2021 Adventure Guides will not be printed.**)
- 2 limited-edition FAR items (available in June)

## 10K (\$250) LEVEL

- Logo with link on joinFAR.org and logo on FAR email newsletters
- Adventure guides for your business distribution (**Please note that 2021 Adventure Guides will not be printed.**)
- 1 limited-edition FAR item (available in June)

## 5K (\$100) LEVEL

- Logo with link on joinFAR.org and logo recognition on FAR email newsletters
- Adventure guides for your business distribution (**Please note that 2021 Adventure Guides will not be printed.**)