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.

SKILLS AND EDUCATION

Twice a year, we offer specialized clinics and/or guided hikes - like our #optoutside activities and Adventure Kids meetups - so that our community can become familiar with local trails.

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 4,000 (in Fremont County, the Pikes Peak Region, and welcome centers across Colorado.)

COMMUNITY INVOLVEMENT

We sponsor an Adopt-a-Mile stretch of road near Red Canyon Road, provide scholarships to area high school seniors, fund the YETI program for youth, and provide Adventure Guides to 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.
We appreciate your commitment to FAR and outdoor recreation in the Royal Gorge Region! And 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. You choose the method of your contribution based on whichever benefits you as a business owner and a community member.

- 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

- Your business will write a one-time check for the sponsorship up-front

- FAR will provide a custom wooden plaque to promote your support of FAR

- You will receive the benefits listed, based on your contribution level

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**1% FOR TRAILS 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
## FAR CONTRIBUTOR BENEFITS

Sponsors provide financial support, but partner with us for event locations, advertising opportunities, in-kind donations, and more. 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.

### 2020 CALENDAR OF EVENTS

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1    FAR Resolution Run</td>
<td>9   FAR Snow Queen Frosty February 5K</td>
<td>02 Women's Mountain Bike Clinic</td>
</tr>
<tr>
<td></td>
<td>29  Leave No Trace Workshop</td>
<td>10 FAR Adventure Guide Release Party</td>
</tr>
<tr>
<td>APRIL</td>
<td>MAY</td>
<td>JUNE</td>
</tr>
<tr>
<td>10   FAR Adventure Guide Release Party</td>
<td>4    FAR runBlossom 5K/Half-marathon</td>
<td>02    FAR Summer Social</td>
</tr>
<tr>
<td>24   FAR Art of the Outdoors Class</td>
<td></td>
<td>12    Women’s Mountain Bike Clinic</td>
</tr>
<tr>
<td>JULY</td>
<td>AUGUST</td>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>27   Run the Rim 5K</td>
<td>17   FARmmm to Table Relay &amp; Dinner</td>
<td>12    We Are All Made of Stars Gala</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>NOVEMBER</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>10   Point Alta Vista Trail Races</td>
<td>26   FAR #OptOutside Meetup</td>
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</tbody>
</table>

### 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 and let everyone know that you have them!

### MEDIA REACH

The joinFAR.org website receives about 7,500 page views per month from about 995 users. Most are from Cañon City (20%), Colorado Springs (20%), and Denver (14%).

Our Facebook page has over 2,600 followers. We post 3-5 times per week and have a robust engagement pattern.

Our Instagram page has 845 followers. We post about 3 times per week.

We send out a monthly newsletter with over 500 recipients. Newsletters have an average of a 25% open rate.
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 2020 season.

### FAR CONTRIBUTOR BENEFITS

#### 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
- Priority positioning (plus logo and business information) in the 2020 Adventure Guide

#### 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
- Priority positioning (plus logo and business information) in the 2020 Adventure Guide
- 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
- Recognition (logo and business information) in the 2020 Adventure Guide
- 2 limited-edition FAR items (available in June)

#### 10K ($250) LEVEL
- Logo with link on joinFAR.org and logo on FAR email newsletters
- Recognition (logo and business information) in the 2019 Adventure Guide
- 1 limited-edition FAR item (available in June)

#### 5K ($100) LEVEL
- Logo with link on joinFAR.org and logo recognition on FAR email newsletters
- Recognition (business name listing) in the 2020 Adventure Guide

NOTE:
*Adventure Guides are available to all contributors. Please let us know how many you would like. We will do our best to accommodate all requests, subject to availability.*
FAR SPONSOR
BUSINESS CONTRACT

We sincerely hope you'll consider sponsoring FAR for 2020. Your one-time donation will be invested right back into our community via our signature events such as runBlossom and Royal 50, scholarships for high school seniors, and more.

BUSINESS/ORGANIZATION INFORMATION

Contact Name: __________________________________ Contact Phone Number: ________________________

Contact Email: __________________________________

Business / Organization Name: __________________________________________________________________

Physical Address: _____________________________________________________________________________

Mailing Address: _____________________________________ City: _____________________ Zip: __________

Website: ____________________________________  Business Phone (for advertising): _____________________

Sponsorship level (circle one):      $100           $250           $500           $1,000          $5,000  $ _________

Cash total:  $ _________  In-kind total (must be equal to or lesser than cash total: $ _________

Number of Adventure Guides requested: __________________

(Please note that these may be subject to availability and we will do our best to accommodate your business’s needs.)

☐ Check Enclosed  ☐ Please invoice (includes option for electronic payment)

Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:
Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212

By signing this contract, I agree to pay the indicated 2020 sponsorship amount in full and up front to Fremont Adventure Recreation (FAR). I understand that failure to do so will result in termination of the contract and removal of my business from all promotional materials. I also hereby affirm that I am an authorized representative of the business listed above.

Signature of contact: _____________________________________________  Date: _______________

Contract and payment due by February 5, 2020
After adding a 1% donation onto your customer’s bill (customers have the option to opt out of the donation), your contributions are then distributed directly to FAR. All monies collected from these 1% donations are collectively used to fund trails and outdoor recreation in the Royal Gorge Region. Our 1% For Trails initiative funds all things trails and outdoor recreation: matching funds for grants, grant writing, trail building, trail design, and more. Concurrently, FAR will continue to contribute to local efforts to market to and encourage users of single-track trails to visit our beautiful city!

**BUSINESS/ORGANIZATION INFORMATION**

Contact Name: ____________________________________ Contact Phone Number: ________________________

Contact Email: ____________________________________

Business / Organization Name: ___________________________________________________________________

Physical Address: ______________________________________________________________________________

Mailing Address: _____________________________________ City: _____________________ Zip: ___________

Website: _____________________________________  Business Phone (for advertising): _____________________

☐ Check Enclosed  ☐ Please invoice (includes option for electronic payment)

Checks should be made out to ‘Fremont Adventure Recreation’ and may be made sent to:
Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212

Approximate payment dates:

☐ Quarterly   ____________, ____________, ____________, ____________,

☐ Yearly

Estimated yearly contribution: $_________.00        Number of Adventure Guides requested: ________________

(Please note that these may be subject to availability and we will do our best to accommodate your business’s needs.)

By signing this contract, I commit to administering a 1% donation on the agreed-upon sales for the term of one calendar year, and to donating 100% of said funds to Fremont Adventure Recreation (FAR). I understand that failure to do so will result in termination of the contract and removal of my business from all promotional materials. I also hereby affirm that I am an authorized representative of the business listed above.

Signature of contact: _____________________________________________  Date: ________________

*Contract due by February 5, 2020*
INDIVIDUAL DONOR
PERSONAL OR CHARITABLE DONATION

We appreciate your commitment to FAR and outdoor recreation in the Royal Gorge Region! And 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. Whether you’d like to give as a personal donation, a tax-deductable donation, or a memorial donation, we appreciate your support.

- Your contribution will be used to:
  - help FAR organize and put on community events (and keep the cost low for participants),
  - pay contracted employees,
  - purchase promotional materials
  - provide scholarships for local high school seniors,
  - Attend conferences pertinent to outdoor recreation and land stewardship,
  - Pay for the design and development of the 2019 Adventure Guide

- You will receive the benefits listed, based on your contribution level

- To donate, please visit joinFAR.org and click on the ‘Donate’ link, or send a check to:
  Fremont Adventure Recreation
  c/o Ashlee Sack
  1008 Beech Avenue
  Cañon City, CO  81212

- Please feel free to contact Ashlee at coordinator@joinFAR.org.
We are pleased to offer the following “thank you’s” to our supporters. Your financial contribution helps us to achieve community goals like: events, educational programs, scholarships, trail maintenance, and community involvement.

INDIVIDUAL DONOR BENEFITS

WE’D LIKE TO THANK YOU FOR YOUR SUPPORT!

**MARATHON ($1,000+) LEVEL**

- Personal thank-you card
- 3 Free entries to ANY FAR event
- FAR Sticker
- Recognition in the 2020 Adventure Guide
- 3 limited-edition FAR sponsor items (available in June)

**HALF-MARATHON ($500) LEVEL**

- Personal thank-you card
- 2 Free entries to ANY FAR event
- FAR Sticker
- Recognition in the 2020 Adventure Guide
- 2 limited-edition FAR sponsor items (available in June)

**10K ($250) LEVEL**

- Personal thank-you card with FAR Sticker
- Recognition in the 2020 Adventure Guide
- 1 limited-edition FAR sponsor t-shirt (available in June)

**5K ($100) LEVEL**

- Personal thank you card with FAR sticker
- 1 limited-edition FAR sponsor t-shirt (available in June)
- 25% off of one FAR event entry

**STARTING LINE ($50) LEVEL**

- Personal thank-you card with FAR sticker
We sincerely hope you’ll consider sponsoring FAR for 2020. Your one-time donation will be invested right back into our community via our signature events such as runBlossom, adventure film nights, scholarships for high school seniors, and more.

WHAT WE HAVE PLANNED FOR SPONSORSHIP FUNDS IN 2020:

- Provide scholarships to local high school seniors
- Continued support of YETI program
- Putting on two social events in the Royal Gorge Region
- Continuation of our event calendar
- Advocacy and education regarding local public lands issues
- Coordination with local entities to support Leave No Trace

DONATION INFORMATION

Contact Name: _________________________________ Contact Phone Number: _________________________________
Contact Email: _________________________________
Mailing Address: _____________________________ City: _____________________ Zip: ____________
Donation Amount: $ __________
Please indicate how you would like your donation to be listed in the Adventure Guide:

☐ By name ☐ Anonymous ☐ In memory of: _____________________________________________

☐ Check Enclosed ☐ Please invoice (includes option for electronic payment)
Checks should made out to ‘Fremont Adventure Recreation’ and may be made sent to:
Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212

Signature of contact: _____________________________________________ Date: ________________

Contract and payment due by February 5, 2020