

# FREMONT ADVENTURE RECREATION 2021 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 7,000 (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.



# 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

# FAR 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 (schedule pending due to COVID-19 concerns).*

## 2021 PROPOSED CALENDAR OF EVENTS

### JANUARY

### APRIL

24 FAR Art of the Outdoors Class

### JULY

27 Kids Mountain Bike Guided Ride

### OCTOBER

10 Point Alta Vista Trail Races  
XX Beginner MTB Skills Guided Ride

### FEBRUARY

1 Bucks for Hucks Fundraiser

### MAY

4 FAR runBlossom 5K/Half-marathon  
[www.runblossom.org](http://www.runblossom.org)

### AUGUST

12 Summer Bike Fest

### NOVEMBER

26 FAR #OptOutside Meetup

### MARCH

9 FAR Snow Queen Frosty 5K  
[www.snowqueen5k.com](http://www.snowqueen5k.com)  
XX Opening of 'The Yard' Skills Park

### JUNE

02 Women's Mountain Bike Clinic  
12 FAR Summer Social

### SEPTEMBER

12 We Are All Made of Stars Gala  
19 Royal 50 Mountain Bike Race

### 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 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 2,972 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 600 recipients. Newsletters have an average of a 40% open rate.

# FAR 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.**)

# FAR SPONSOR

## BUSINESS CONTRACT



We sincerely hope you'll consider sponsoring FAR for 2021. Your one-time donation will be invested right back into our community via our signature events such as runBlossom, Snow Queen Frosty February 5K / 10K, Point Alta Vista Trail Races, and Royal 50; and also scholarships for high school seniors, community education programs, and other events. (All events subject to COVID-19 guidelines and restrictions.)

### 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 (check 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***

Please send high-resolution logos to [coordinator@joinFAR.org](mailto:coordinator@joinFAR.org). Vector file types (.eps, .pdf, or .ai) are preferred.

By signing this contract, I agree to pay the indicated 2021 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 15, 2021***

# 1% FOR TRAILS

## BUSINESS CONTRACT



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 singletrack 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 15, 2021**

# 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-deductible 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,
- You will receive the benefits listed, based on your contribution level
- To donate, please visit [joinFAR.org](http://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](mailto:coordinator@joinFAR.org).



*The opening of Smooth Criminal November 14th, 2020.*



*Mitigating erosion at South Cañon Trails at a summer trail work day.*

# INDIVIDUAL DONOR BENEFITS

## WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

*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.*

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

- Personal thank-you card
- 3 Free entries to ANY FAR event
- FAR Sticker
- 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
- 2 limited-edition FAR sponsor items (available in June)

### 10K (\$250) LEVEL

- Personal thank-you card with FAR Sticker
- 1 limited-edition FAR sponsor t-shirt (available in June)
- 1 Free entry to ANY FAR event

### 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



# INDIVIDUAL DONOR

## PERSONAL OR CHARITABLE DONATION



*We sincerely hope you'll consider sponsoring FAR in 2021. Your one-time donation will be invested right back into our community via our signature events such as runBlossom, skills sessions, scholarships for high school seniors, and more.*

### WHAT WE HAVE PLANNED FOR SPONSORSHIP FUNDS IN 2021:

- 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                      PayPal donation made (see joinFAR.org for link)

*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*

Signature of contact: \_\_\_\_\_ Date: \_\_\_\_\_