



**BIG CITY
MOUNTAINEERS**

**CORPORATE
PARTNERSHIPS**



OVERVIEW

Mission

Big City Mountaineers provides transformative experiences through connections to nature that strengthen life skills and build community for youth from disinvested communities.

Time spent outdoors has tremendous value for people: it increases well-being, strengthens social and emotional skills, and results in strong connections to nature, to one's community, and to oneself. While opportunities for outdoor recreation abound in the United States, systemic inequalities in our society have created material, economic, and social barriers to outdoor access for historically disinvested communities. BCM works to break down these barriers for youth across the country. A BCM experience in nature inspires youth to embrace their self-potential, build community, and strengthen their life skills.

Day Trip



Frontcountry Overnight



Weeklong Backcountry Expedition



Programs

Overcoming the roots and effects of inequity in the outdoors requires collective action, commitment, and energy. BCM is grateful for corporate partnerships that have ensured we can offer youth their first experiences under the stars.

In partnership with carefully vetted local youth agencies and schools in our six major metropolitan areas — Denver (CO), San Francisco (CA), Portland (OR), Seattle (WA), Minneapolis (MN), and Boston (MA) — we shape the nature and content of our programs uniquely to the youth we work with depending on their contexts and needs.

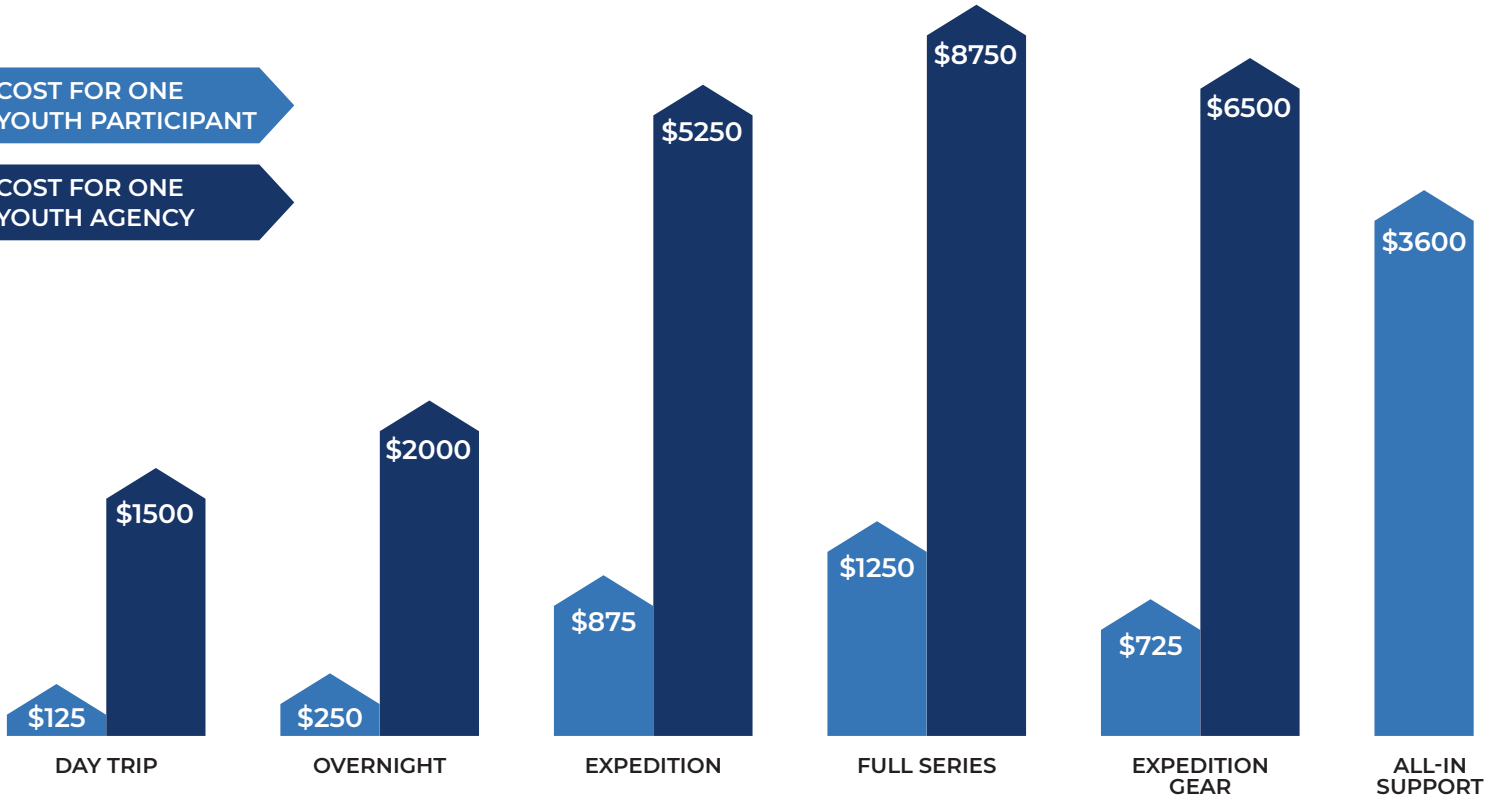
BCM's scaffolded program structure ensures that youth who might not have spent immersive time in nature are introduced in an accessible way. Our trips are fully outfitted, professionally led, and 100% free of cost for youth.



PROGRAM COST BREAKDOWN

COST FOR ONE YOUTH PARTICIPANT

COST FOR ONE YOUTH AGENCY



Program Infrastructure

BCM’s programming ensures that youth participants are physically and emotionally safe on trail. Trained professional instructors and adult volunteers ensure that youth have a welcoming, comfortable experience — which in many cases may be their first time recreating outdoors in this way.

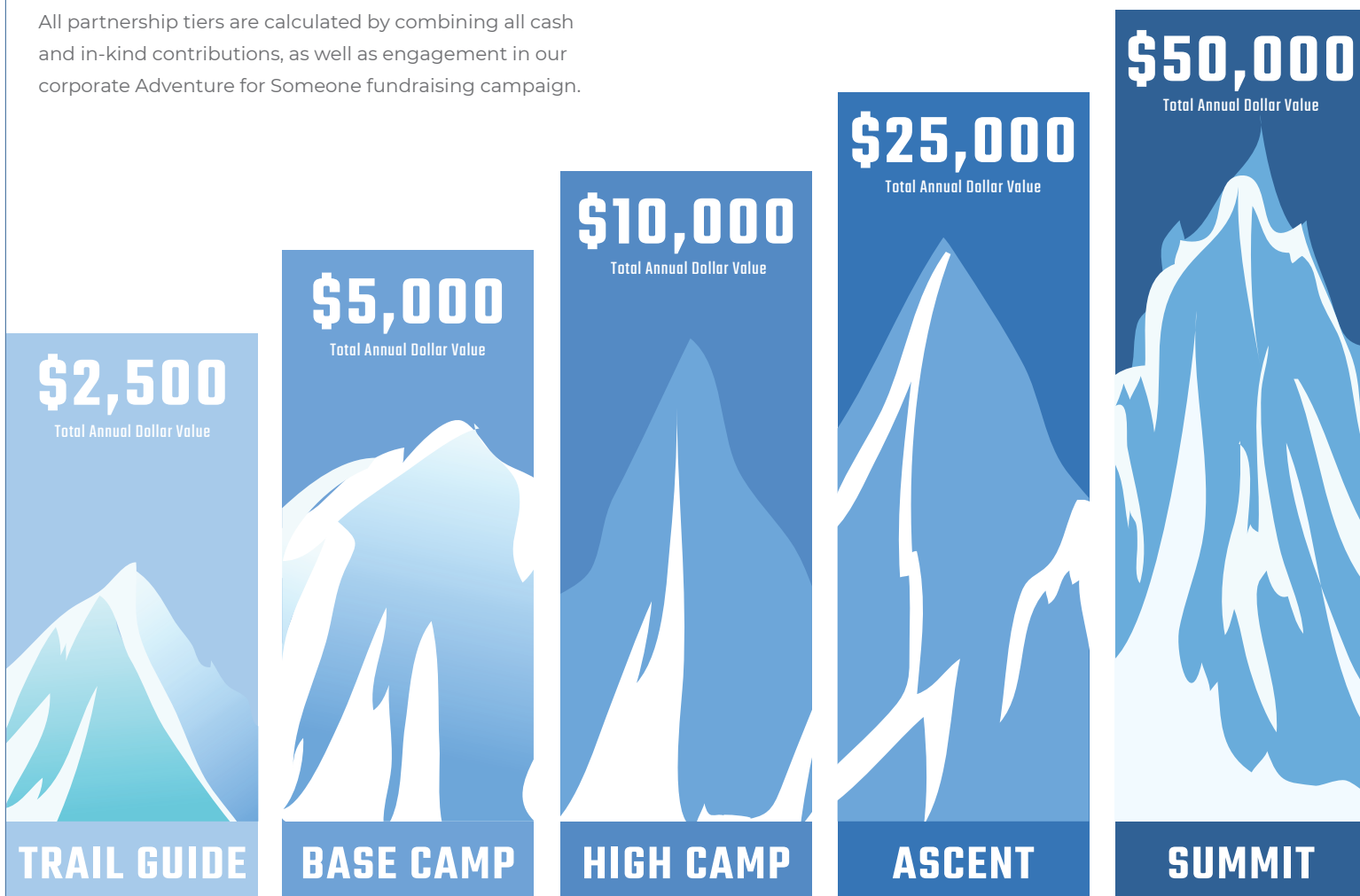
Transportation	\$690 (per trip)	\$5100 (per region)
Emergency Response & Safety Gear	\$115 (per trip)	\$2100 (per region)
Meals & Snacks	\$315 (per trip)	\$5675 (per region)
Land Use Permits	\$100 (per trip)	\$1800 (per region)
Volunteer Onboarding & Training	\$250 (per person)	
Professional Instructors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

PARTNERSHIP TIERS

PARTNERSHIP TIERS

Big City Mountaineers has designed a corporate and brand partnership structure that is based on authentic, mutually beneficial relationships with organizations of all sizes. We believe that the most impactful partnerships are intentional long-lasting, and values aligned. With our corporate partners, we are able to center the needs and wellbeing of BCM youth participants by upholding principles of equity and inclusivity in every aspect of our work.

All partnership tiers are calculated by combining all cash and in-kind contributions, as well as engagement in our corporate Adventure for Someone fundraising campaign.



EXPLORER

We are grateful for contributions of all sizes that help make BCM youth programs possible. The Explorer level consists of cash, in-kind, or a combination of the two with a total annual dollar value of <\$2,500.

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. It's our partnerships that help make transformative experiences for youth come true.



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

Partnership tiers are based on contributions to Big City Mountaineers within one year of the donation received. We update tiers and corresponding benefits quarterly.

HOW YOU CAN GET INVOLVED

Cash Contribution

- Direct annual partnership donation (check, ACH, or online)
- Percentage of ongoing sales
- Giveback campaign
- Co-marketing venture

In-Kind Support

- Technical products to outfit youth participants on BCM trips
- Professional services (ex. legal, design, risk and safety consulting)
- Product incentives for participants in BCM's Adventure for Someone fundraising program
- Appreciation gifts for volunteers, staff, instructors, or youth agency partners

Volunteer

- Hold a company-wide Adventure for Someone campaign
- Co-host a BCM fundraising event
- Support youth trips (during trips, pack-in, and pack-out)
- Help with a special project
- Support BCM Leaders career exploration (only in certain regions)

Employee Giving

- Matching donations
- Payroll deductions
- Giving stipends to staff
- Corporate Adventure for Someone campaign



SPOTLIGHT ON



Smartwool leverages their annual cash donation to BCM as a challenge match that encourages other donors to support BCM during public giving campaigns.

ARCADÉ

Arcade Belts successfully leverages a partnership with BCM to drive their sales via an annual holiday giveback cause marketing campaign.

YETI®

YETI's in-kind donations have provided BCM with trip gear, fundraising incentives, and appreciation gifts for volunteers!

BCM was the nonprofit beneficiary for the 2022 Yeti National Film Tour.



Oberalp employees dedicate time and labor to BCM to help us meet needs such as organizing our gear inventory and preparing to pack out trips.

ADVENTURE FOR SOMEONE

Adventure for Someone (AFS) is BCM's peer-to-peer fundraising program, where support for equitable youth access to the outdoors can be spread and amplified across personal and professional networks. Companies and organizations can support BCM by creating and participating in a team (and team-building) adventure!

Getting Started:

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

Enhance Your Campaign:

- Include a company match incentive
- Get brand leadership involved
- Devise a friendly competition
- Start logistical planning by March 1 for a summer campaign
- Document your campaign on social media and engage with us @bigcitymountaineers

CORPORATE BENEFITS

Organizations who hold AFS campaigns will automatically be placed in the **HIGH CAMP** partnership tier, or move to the **ASCENT** tier if they are already at **HIGH CAMP**. Additionally, BCM will provide a customizable campaign landing page that manages all donation administration, so you can focus on your adventure!

5X5 CHALLENGE

Big City Mountaineers hosts the 5x5 AFS Campaign annually for brand partners to amplify their collective effort to support BCM.

**5 BRANDS
RAISE
\$5,000
EACH**

The first 5 brands to raise \$5k in 2023 from AFS campaigns become BCM's 5x5, which will be featured in dedicated BCM communication.

SPOTLIGHT ON

THERMACELL®

In 2022, Thermacell employees participated in two 5k walks, and climbed two of the most iconic peaks in New Hampshire.





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