

SPONSORSHIP OPPORTUNITIES



Building confidence & community through outdoor recreation



coombsoutdoors.org | info@coombsoutdoors.org | 307.264.0073

A LETTER FROM JENNY



Dear Business Owners and Managers,

Local businesses and corporations are the heartbeat of our small community and our workforce is the backbone behind our economy. Many of the hard-working individuals in Jackson Hole are barely making ends meet, using the majority of their income to pay for the high cost of living in this beautiful place. With many parents working as many hours as possible to cover increasing rent costs, food prices, child care, and other expenses, working families in Jackson often have little time, energy, or financial resources available for much extra, especially the high cost of outdoor recreation which is an undeniable part of our culture and community.

Coombs Outdoors, a local 501c3 nonprofit, helps our community's working families by reducing barriers to outdoor recreation and access to nature for kids. Our year-round programs provide more than 450 local youth per year with season-long winter programs, afterschool camps and workshops during the fall and spring, spring break camps and trips, summer camps, activity clubs, internships and much more. Developed with feedback from parents and participants, our programs are designed to fill gaps in community services such as child care, provide active time in nature and away from screens, and create feelings of inclusivity and belonging for local youth when they can access the same experiences as their peers at school. Coombs Outdoors programs are proven to improve our participants' confidence, increase connections with our community, motivate them to go outside, and improve performance in school.

Coombs Outdoors programs are in incredibly high demand. Each season we find ourselves beyond maximum capacity with a waitlist of participants who are anxious to get involved. We work with the school district as well as many local partners to create as much capacity within our programs as possible. Our programs are fully funded by private donations from generous individuals, foundations, and businesses. The more support we receive from our community, the more we can do to support and uplift our local kids and families.

This corporate sponsorship packet provides detailed information on our sponsorship levels and the visibility and benefits that your business will receive as a Coombs Outdoors supporter. We hope that you will consider joining us as a corporate sponsor. Your support will have a significant and positive impact on our ability to provide working families and local children with critical resources and life-changing experiences.

Thank you for all you do for our community.

Jenny Wolfrom Holladay

Executive Director



ABOUT US



▶ VISION

We envision a community in which youth feel supported, connected, and inspired.

▶ MISSION

Coombs Outdoors empowers local youth to grow and thrive by reducing barriers to outdoor recreation through programs, mentorship, and community building.

▶ VALUES

Belonging We are committed to strengthening feelings of belonging for our youth, within both the Coombs community and the greater community of Jackson Hole, to improve motivation, mental and physical health, and overall happiness.

Empowerment Our goal is to inspire youth in their daily lives by creating opportunities to gain confidence and independence through active participation and mentorship in outdoor recreation.

Growth We facilitate new ways for youth to challenge themselves, develop new skills, and overcome doubt. We provide a safe environment that encourages and fosters growth through transformative outdoor experiences and mentoring.

Fun Local youth face many challenges in their everyday lives. Our programs provide a break from stress caused by school, family, and screen time. Prioritizing fun creates strong social bonds and memorable experiences, boosts energy and productivity, and keeps kids returning to our programs.

Adventure Coombs creates and facilitates adventures, both large and small, in our programs. Adventure creates tolerance for adversity and helps build resilience for youth through new and unique experiences.

2024 PROGRAMS



Growing up with Coombs

As kids move through our programs, we help them develop:

▶ **A sense of belonging**

▶ **Confidence & self-worth**

▶ **Emotional intelligence & positive mental health**

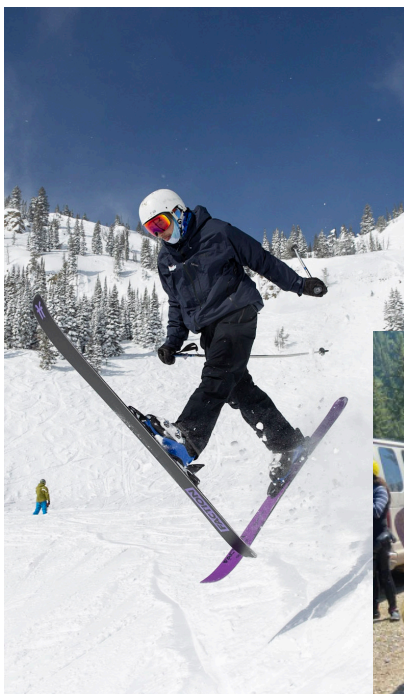
ACTIVATE *Elementary School Programs*

122 kids at summer camp
220 skiers & snowboarders
85 kids in fall after-school programs



ENGAGE *Middle School Programs*

100 backpacking campers
152 skiers & snowboarders
50 kids in bike, climb, kayak, & backcountry ski clubs



EMPOWER *High School Programs*

25 internships
11 spring break college trip participants
6 professional development workshops

**450+ YOUTH SERVED
EACH YEAR**

Growing our Organization

- 12 years of work
- 15 programs per year
- 4 seasons of programs
- 9 year-round staff
- 8 summer staff
- 15 board members
- 75 volunteer mentors
- 37 partners & sponsors
- 5 former participants on staff

SPONSORSHIP IMPACT



Visibility

- ▶ Exposure in a mountain town like Jackson can be powerful for both local and global brands. As a sponsor, we'll include your brand on digital platforms as well as on print collateral.

Diversity

- ▶ It's no secret that the outdoor industry has work to do in representing people of color. Over 95% of Coombs participants are from the Latinx community, a population that makes up over a third of Teton County. Supporting our programs demonstrates your commitment to building an inclusive community and diversifying the outdoors.

Access

- ▶ Although places like Jackson Hole are renowned for their outdoor recreation opportunities, not all locals have access to them. Our programs give youth the chance to participate in outdoor adventures despite financial, cultural, and resource barriers. By joining us as a sponsor, you help us break down those barriers and ensure that outdoor recreation is for all.

Stewardship

- ▶ Coombs programs are often where participants have their first outdoor experiences. They begin connecting with nature from a young age, developing a high level of environmental awareness and responsibility over time. Supporting those experiences shows your commitment to the environment and to creating a rising generation of stewards.



SPONSORSHIP BENEFITS

Financial, in-kind, & combination options



LEGEND \$25,000
FIRST DESCENT \$15,000
SUMMIT \$10,000
GUIDE \$5,000
MENTOR \$1,000

Event tickets for 4 people to Skiing with the Stars & Coombs Cup	★				
Recognition & logo at major events	★				
Logo on summer camp T-shirts	★	★			
Logo on 4 vans, driven 10k+ miles per year	★	★	★		
Promotion on social media	★	★	★	★	★
Recognition in Annual Report	★	★	★	★	★
Logo placement on Coombs website & newsletters	★	★	★	★	★
Use of Coombs photo and language for your marketing	★	★	★	★	★
Tax deductible	★	★	★	★	★

SPONSORSHIP LEVELS

Financial, in-kind, & combination options



▶ For examples, see this list of previous sponsors from our fiscal year 2023.

Legend Sponsor: \$25,000



First Descent Sponsor: \$15,000



Summit Sponsor : \$10,000



Guide Sponsor : \$5,000



Mentor Sponsor : \$1,000



SPONSORSHIP STORIES



▶ *“As a locally owned business, it’s important to support our community. We are not only passionate about skiing and snowboarding, but ensuring that everyone who lives in our valley has the same opportunity to enjoy the world-class experience that our local mountains provide. Whether they are ripping down Snow King or skiing the steeps at JHMR, Black Tie is proud to support local kids through Coombs Outdoors.”*

- Black Tie Ski Rental

▶ *“We’re so happy to support Coombs Outdoors in its mission. At Faction, we believe in collective activism for a more sustainable future. Our support of Coombs Outdoors - through in-kind product donations, cash donations, as well as connecting the organization with our pro athletes - is a meaningful way to put action behind those words.”*

- Faction Skis

▶ *“Getting youth into the outdoors in safe spaces is an important first step in encouraging lifelong safe backcountry recreation. Coombs Outdoors is an incredible organization that supports youth to get into the mountains, and Arc’teryx is honored to work with their whole team to support the program.”*

- Arc’teryx

▶ *“Over the past 3 years of partnering with Coombs, it has been so rewarding to witness deepening relationships between our two organizations. Beyond providing winter outerwear and summer gear for Coombs’ participants, our staff has also formed meaningful connections through the outdoor mentoring program and summer internship program. We believe change starts in our own backyard first and we’re proud to partner with Coombs who is making that happen.”*

- Stio

EVENT SPONSORSHIP



SKIING WITH THE STARS

7th ANNUAL

THURSDAY MARCH 14

12:30 - 4pm
Ski at Jackson Hole Mountain Resort

4 - 7pm
Après: Mangy Moose



Support Coombs Outdoors through winter and summer events

SAVE THE DATE

THURSDAY AUGUST 17 2023

COOMBS CUP

GOLF CLUB CHALLENGE



10:30am SHOTGUN START TIME
SNAKE RIVER SPORTING CLUB

A FUNDRAISER FOR COOMBS OUTDOORS

COCKTAIL RECEPTION & AUCTION TO FOLLOW

Snake River Sporting Club

First Republic Bank
It's a privilege to serve you.



EVENT SPONSORSHIP



	Where	When	Number of Attendees	Attendee Demographic
SKIING WITH THE STARS	Jackson Hole Mountain Resort & Mangy Moose	March	150	Teton County homeowners, skiers, philanthropic and community-oriented individuals; 20 pro skiers or "Stars" are also in attendance.
COOMBS CUP GOLF TOURNAMENT	Snake River Sporting Club	August	95	Teton County homeowners, members of local golf clubs, philanthropic and community-oriented individuals.

EVENT SPONSORSHIP



SKIING WITH THE STARS

COOMBS CUP GOLF TOURNAMENT

	Ticket Price	Sponsorship Options	Recognition
	<p>\$600/skier; \$100/guest Après only</p> <p>\$1,000-\$1,500 average donation per attendee</p>	<p>Legend Event Sponsor \$25,000 Grand Event Sponsor \$15,000 Empower Event Sponsor \$10,000 Engage Event Sponsor \$5,000 Activate Event Sponsor \$1,000</p> <p>Full Underwriter Sponsor \$25,000 Bar Sponsor \$5,000 Entertainment Sponsor \$2,500</p> <p>Auction Sponsors: In-kind donation of gear, experiences, or other items for our silent auction.</p>	<p>Sponsor level recognition on all event promotion & signage.</p> <p>Specific underwriter sponsor signage.</p>
	<p>\$600/golfer</p> <p>\$1,500-\$2,000 average donation per attendee</p>	<p>Legend Event Sponsor \$25,000 Grand Event Sponsor \$15,000 Empower Event Sponsor \$10,000 Engage Event Sponsor \$5,000 Activate Event Sponsor \$1,000 Hole Sponsor: \$1,500</p> <p>Full Underwriter Sponsor \$25,000 Bar Sponsor \$5,000 Entertainment Sponsor \$2,500</p> <p>Auction Sponsors: In-kind donation of gear, experiences, or other items for our silent auction.</p>	<p>Sponsor recognition on all event promotion & signage.</p> <p>Logo signage on golf course hole.</p> <p>Specific underwriter sponsor signage.</p>



Photos: Zach Montes, Joey Sackett, Coombs Outdoors