

CLIMB-A-THON



FIRST DESCENTS

JULY 14, 2018

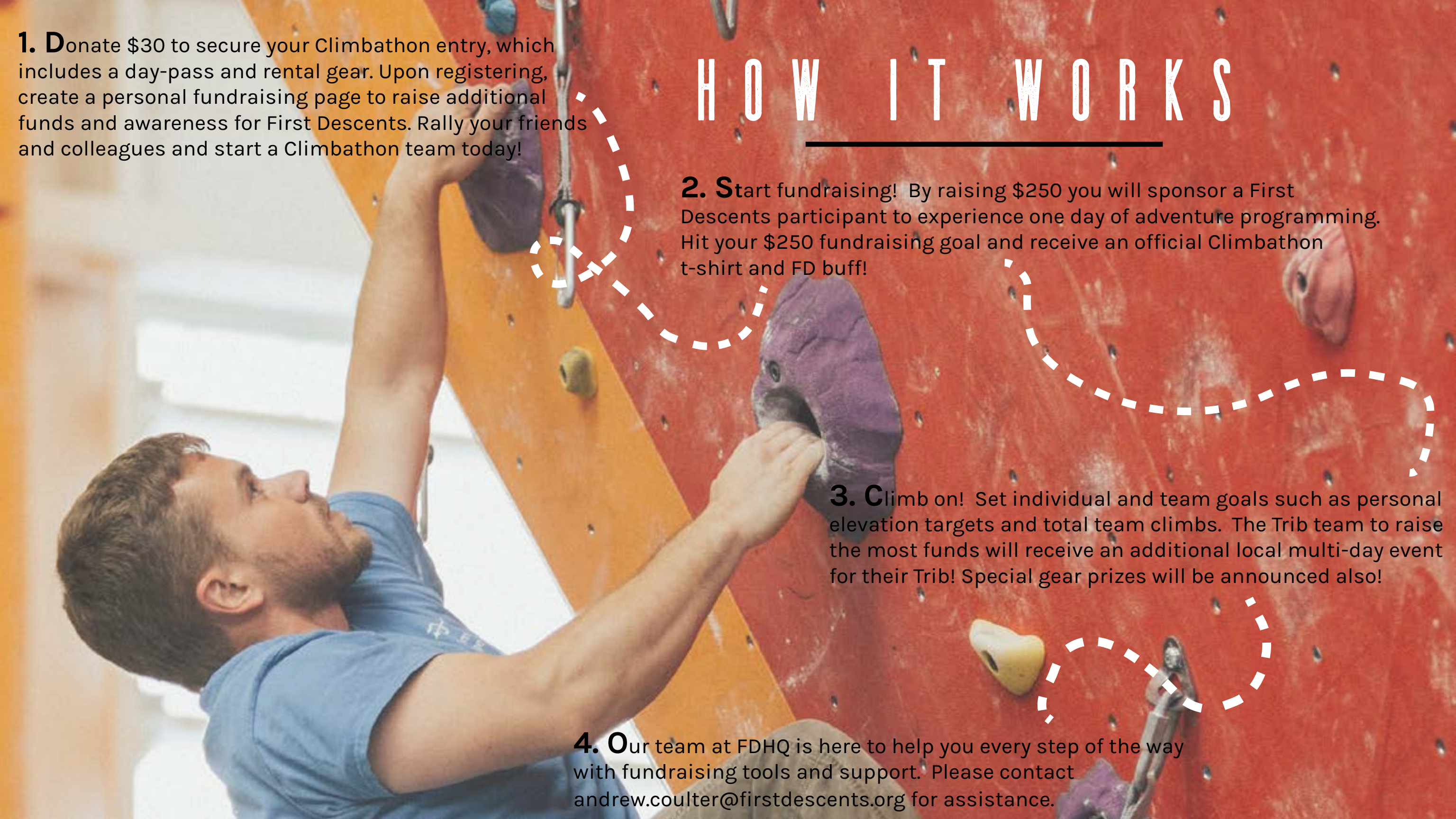
ONE DAY. ONE MISSION. FIFTEEN REGIONS.

FIRST DESCENTS PROVIDES LIFE-CHANGING OUTDOOR ADVENTURES FOR YOUNG ADULTS IMPACTED BY CANCER.

FIRST DESCENTS CLIMBATHON

Join First Descents Local Adventure Communities for a nation-wide day of climbing, community, and charity. Your \$30 donation will include all-day entry and equipment rentals at a locally partnering climbing gym. Individuals who meet their \$250 fundraising goal will receive an exclusive Climbathon t-shirt and buff. All alumni, friends, family members, outfitters, corporate partners, medical providers & adventure lovers are invited to participate in the 2018 First Descents Climbathon. All funds raised support young adults impacted by cancer.



A man in a blue t-shirt is climbing a red and orange rock wall. He is reaching up with his right hand to a purple hold. The wall has various colored holds and a rope system. The background is slightly blurred, showing an indoor climbing gym setting.

1. Donate \$30 to secure your Climbathon entry, which includes a day-pass and rental gear. Upon registering, create a personal fundraising page to raise additional funds and awareness for First Descents. Rally your friends and colleagues and start a Climbathon team today!

HOW IT WORKS

2. Start fundraising! By raising \$250 you will sponsor a First Descents participant to experience one day of adventure programming. Hit your \$250 fundraising goal and receive an official Climbathon t-shirt and FD buff!

3. Climb on! Set individual and team goals such as personal elevation targets and total team climbs. The Trib team to raise the most funds will receive an additional local multi-day event for their Trib! Special gear prizes will be announced also!

4. Our team at FDHQ is here to help you every step of the way with fundraising tools and support. Please contact andrew.coulter@firstdescents.org for assistance.



FIRST DESCENTS

TRIBUTARIES

MEET. CONNECT. ADVENTURE.

PARTNERING CITIES & GYMS



2018 PARTNERING GYMS

GOLDEN, CO	Earth Treks
CLEVELAND, OH	Kendall Cliffs
CHICAGO, IL	Brooklyn Boulders
HARTFORD, CT	Central Rock Gym
NEW YORK, NY	The Cliffs at LIC
BOSTON, MA	Boston Rock Gym
ROCKVILLE, MD	Earth Treks
COLUMBUS, OH	Vertical Ventures
SALT LAKE CITY, UT	Momentum Millcreek
PORTLAND, OR	Planet Granite
SAN FRANCISCO, CA	Planet Granite
SAN DIEGO, CA	Mesa Rim Mission Valley

*FIRST DESCENTS PARTNERS WITH INDOOR ROCK GYMS NATION WIDE. STAY TUNED FOR ADDITIONAL PARTICIPATING GYM UPDATES THROUGHOUT WINTER & SPRING OF 2018.

NOW IN 15 CITIES NATIONWIDE, FIRST DESCENTS' LOCAL ADVENTURE COMMUNITIES CONTINUE TO PROVIDE ONGOING POST-PROGRAM SUPPORT AT THE REGIONAL LEVEL.

SPONSORSHIP LEVELS

\$50,000 - NATIONAL PRESENTING SPONSOR

- Full event underwrite enabling 100% donation pass-through
- Nationwide presence marketing activation across 15 cities
- Broad-based employee/volunteer activation (comp entries)
- Unique content generation for internal/external purposes
- Media exposure (local media, blog post, social promotion)

\$25,000 - CHALLENGE MATCH SPONSOR

- Nationwide brand exposure
- Employee/volunteer activation (comp entries)
- Brand integration into all event communications
- Media exposure (local media, blog post, social promotion)

\$10,000 - TRIBUTARY SPONSOR

- Underwrites a local multi-day program
- Local employee/volunteer activation (comp entries)
- Brand integration into all local event communications
- Media exposure (blog post, social promotion)

\$5,000 - ASCENT SPONSOR

- Regional presence marketing activation
- Local employee/volunteer activation (comp entries)



Contact Information:

Ray Shedd
Director of Development & Marketing
Ray.shedd@firstdescents.org
303.847.0312

www.firstdescents.org

