



GET MORE OUT OF WINTER WITH CB NORDIC



Crested Butte Nordic is a community owned and operated nordic ski area that grooms 50 kilometers of trails for cross-country skiing and snowshoeing. We offer world-class skiing, right at your doorstep, as well as programs that promote fitness, fun, friends, and family. We serve as a community hub in the winter, providing a place to gather, meet like-minded folks, get outside, and challenge yourself through one of our many events. CB Nordic is truly community owned: we are a 501(c)(3) nonprofit, and the only way we can continue to offer groomed trails, exciting races, and enriching programs is with your support.

Our Mission

To provide individuals of all ages and abilities the opportunity to learn, enjoy, and improve in the sports of cross-country skiing and snowshoeing.

Our Programs

CB Nordic fulfills this mission by offering a wide variety of programs and events.

- The **Junior Team** is an outdoor after-school program for kids ages 5-18, ranging from fun games to competitive racing.
- The **Masters Community** offers small-group ski clinics for adults at every level of skiing.
- The **Gray Hares** provides ski and snowshoe outings for outdoor enthusiasts over 50.
- Our **ski lessons** and backcountry **ski and snowshoe tours** help visitors and residents get out more and have more fun in a safe environment.
- **Dinners and brunches at the Magic Meadows Yurt** create lasting memories for friends and family.
- Our **events** range from the Alley Loop Pub Ski (an on-snow pub crawl) to the Grand Traverse Ski, Run, & Bike. We have events for the casual weekend skier, the hard-core nordic enthusiast, and skimo racers who are looking for their next big challenge.

Our Impact

CB Nordic is a pillar of the community and economy in Crested Butte, generating \$2.5 million in economic activity each year. Check out how many people use our services and stay in touch with us.

How We Support You

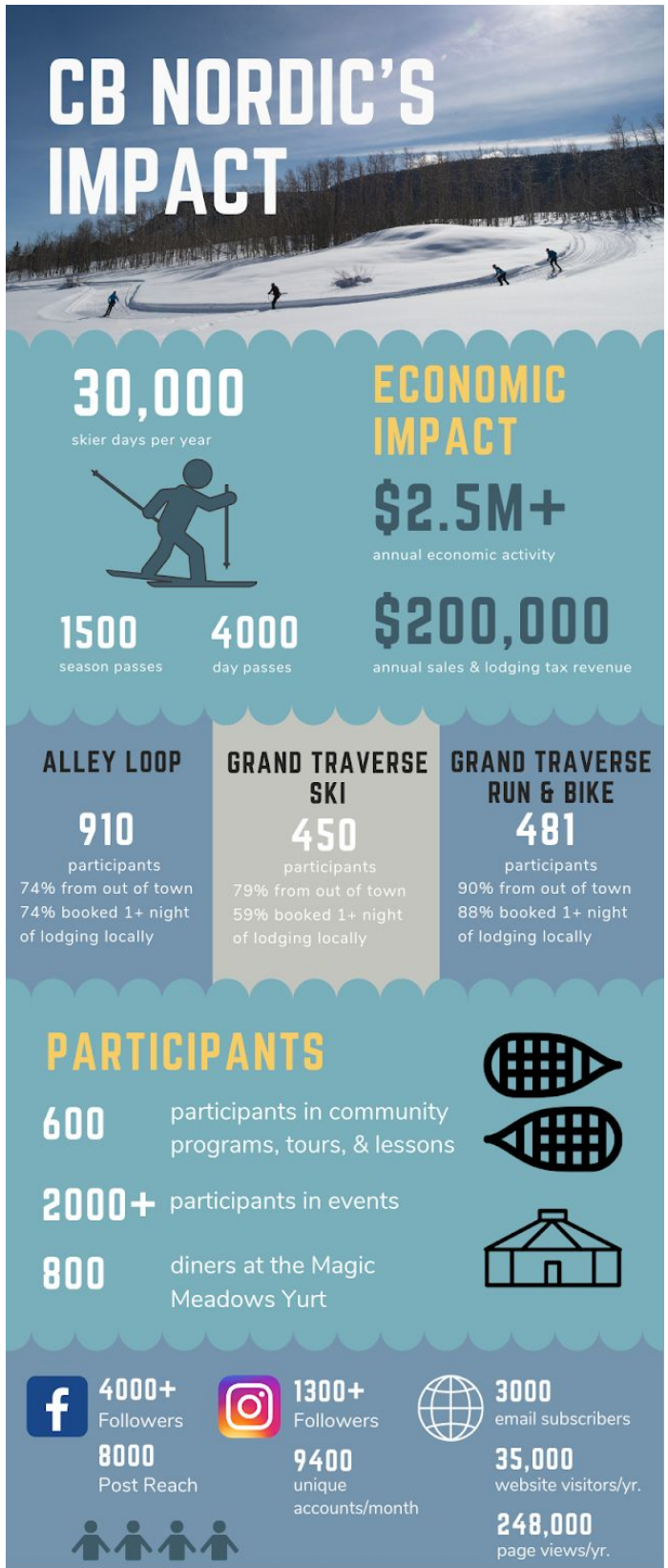
We connect our customers to your business.

All Business Partners are featured in the following:

- Spring newsletter (3000 recipients)
- Banners at the Nordic Center (30,000 skier/snowshoer days)
- Website (248,000 pageviews/year)

In addition, we offer a variety of custom marketing placement packages. These packages include but are not limited to the following:

- **Trail Sponsorship** - signage with logo on groomed trail and website
- **CB Nordic Website Placement** - Home Page or Trail Report
- **Featured Partner of the Month** - your business will be featured in emails, social media posts, and video posts for 1 month
- **Nordic Team sponsor** - featured on Team web page, digital communications, and/or on team uniforms/equipment
- **Masters Community sponsor** - featured on Masters web page and digital communications
- **Yurt Dinner or Brunch sponsor** - CB Nordic will feature your business in communications leading up to your event and at the yurt
- **Thanksgiving Camp Sponsor** - logo/link on event page; featured in emails, ads, posters, and social media posts; on-site placement of materials, goods, or people at the event; placement in program guide
- **Special contests, campaigns, or discounts for Season Passholders**



- Branded goods or materials available at the Nordic Center

Lodging Partnership Packages

	Platinum	Gold	Silver	Bronze
Recognition in Spring Newsletter	X	X	X	X
Business Sponsor Yurt Party	X	X	X	X
Banner in Nordic Center	X	X	X	X
Lodging Partner web page	large logo/link & "Book Now" button	medium logo/link & "Book Now" button	medium logo/link	small logo & link
Opportunity to offer a discount to CB Nordic participants	X	X	X	X
Season Passes	3	2	2	1
Included in pre-event emails to participants <i>(Grand Traverse Run & Bike, Alley Loop, Thanksgiving Camp)</i>	X	X	X	
Included in Racer Manuals <i>(Grand Traverse Run & Bike, Alley Loop)</i>	X	X	X	
Included on event webpages <i>(Grand Traverse Run & Bike, Alley Loop, Thanksgiving Camp, Gothic Mountain Tour)</i>	X	X		
Included in paid advertising materials for CB Nordic & select events <i>(posters, social media posts, digital ads, print ads)</i>	X			
	\$2500	\$1800	\$1200	\$800

Ask us about in-kind donations, trades, lessons/clinics, event entries, or pass exchanges: we want to create the perfect package for your business to meet your goals.

Why Sponsor CB Nordic?

Your donation supports the groomed trails, community programs, and exciting events that support a healthy, vibrant Crested Butte.

Business partners allow us to keep our programs affordable, or even free. They enable us to maintain and grow our trail system. They support outreach programs that get more people—of all ages, abilities, and backgrounds—having fun outside in winter.

Most importantly, Business Partners help us stay connected to the business community. As a community-based Nordic Center, our success is intrinsically tied to yours. We connect you to amenities, services, and customers that help you thrive and, in turn, your support keeps us thriving. Our Partners, and the feedback you provide, help us stay relevant and responsive as we strive to serve you and the broader community.

We need you. You create a stable foundation for CB Nordic so that we can continue our legacy of being a positive, sustainable pillar of the community.

Join us, and get more out of winter with CB Nordic!

Contact Us

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Join us Today!