

2024 Sponsorship Proposal



Sponsor the 24 Hours of Stratton Event
and #SHRED4NATE Race and make a difference
for Southern VT children and families in need.



Your Opportunity to Sponsor Two Signature Events!

This year we're combining our top two fundraising events into one, attracting winter enthusiasts of all ages and abilities for a fun-filled festival weekend at Stratton Mountain Resort.

12th Annual 24 Hours of Stratton

Saturday to Sunday, March 16 to 17

#SHRED4NATE race

March 16 at 4 p.m.

24 Hours of Stratton brings two days of epic riding and all-night skiing to the mountain, along with fireworks, food, games, music and prizes. Teams of families and friends sign up to earn points for riding different lifts and participation in on and off-mountain activities. Who will be crowned "Kings & Queens of the Mountain?"

The 6th Annual #SHRED4NATE race is a dual slalom unsanctioned alpine race for U12 to Masters with a loyal following of donors, sponsors and ski racers dedicated to youth mental health and suicide prevention. This year, #SHRED4NATE will be run through the expertise of the Stratton Mountain School.

All proceeds benefit the Stratton Community Foundation and its mission to care for the well-being of low-income children living and going to school in Southern Vermont. Through its mission, the Stratton Community Foundation addresses the challenges that stand between a child in need and the opportunity to thrive, learn and succeed through signature programs that address hunger, health, basic necessities and education.

Your support for these events is absolutely essential. We have multiple sponsorship tiers to choose from, with lots of marketing and PR exposure for sponsors and their organizations. Thank you in advance for joining. Together, we can support children who deserve a strong foundation.



There's Power in Our Partnership

Stratton Resort: The Event Host and Partner

The first 24 Hours of Stratton event was held in 2012 and has since grown into the region's signature event in support of local youth and their families. Since 2021, Stratton resort owners Alterra Mountain Company's Community Foundation has awarded \$162,000 to the Stratton Community Foundation to support their efforts in caring for members living in the towns surrounding Stratton Mountain. The Stratton Resort itself donates \$100,000 of in-kind services to the Foundation annually, in addition to marketing, sponsorship, visitor outreach, operational expenses and administration support.

24 Hours of Stratton

March 16-17, 2024, will mark the 12th anniversary of 24 Hours of Stratton, and it's already shaping up to be another year of fun, camaraderie and goodwill. For the unique opportunity to ski through the night under lighted trails at Stratton, participants fundraise to benefit the Stratton Community Foundation. In 2022, we reached a \$2 million milestone. In 2023, we welcomed a record 650 athletes from across New England and raised \$364,550 from thousands of donors from across the globe. 2023 also saw the launch of the 24 Hours of Stratton App, which allows participants to track their success. NEW in 2024 is the addition to the 24H Event of the #SHRED4NATE Race for Mental Health. The #SHRED4NATE Race will take place at dusk on March 16, uniting these two popular events for the first time. In the months leading up to the event, and for weeks afterward, the Stratton Community Foundation invests in partnerships, increases awareness and magnifies exposure for sponsors and partners through aggressive multimedia marketing efforts spanning social media, radio, television and print.

NEW in 2024: #SHRED4NATE Joins 24 Hours of Stratton!

#SHRED4NATE is an unsanctioned dual slalom panel race that celebrates the life of Nathan M. Carreira (2003-2018) and his love for skiing. Nate's family and friends and the ski community gather for the race each year to help others struggling with mental health and thoughts of suicide. The Stratton Community Foundation supports mental health programs and initiatives for youth, schools, families and community through the Nathan M. Carreira Endowment Fund. The race draws more than 200 racers from across the region, including Stratton Ski and Snowboard Club, V.A.R.A., high school and college race clubs and teams, ski mountain associations and more.

The Stratton Community Foundation

Since 1996, the Stratton Community Foundation has granted over \$3 million to the Southern Vermont community, growing into a major force in caring for the well-being of area children through programs that address hunger, health, basic necessities and education. From in-school dental hygiene and weekend food backpack programs to daily basic necessities, early literacy, experiential learning, college and career/trade scholarships, mental health first-aid training, family assistance, early substance abuse intervention and peer mentoring programs to build positive relationships, the Stratton Community Foundation continues to bring new and innovative programs to the community and join with established partners to create a community in which low-income children are given the opportunity to thrive, learn and succeed towards economic independence.



Presenting Sponsor

\$15,000 Donation (Add \$5,000 for industry exclusivity)

Presenting Sponsor **Exclusive Benefits:**

- Exclusive opportunity to title the 2024 event as “24 Hours of Stratton presented by (Your Company)” in all event marketing and correspondence
- Title named in PSAs promoting event on TV and radio
- 2 complimentary rooms at the Black Bear Lodge for event weekend
- Logo featured as presenting sponsor on resort LCD screen promotions of the event
- 8’x5’ life-size statue in high-traffic location at the resort and at base lodge for event
- Major Vermont ski event listings of the 24H event (see event postings)
- The 24H Facebook page
- Team of 15 athletes (bib gives 2-day access to skiing and athlete benefits)

Additional Benefits:

- **NEW:** On-snow 24H finish line banner/signage
- **NEW:** On-snow #SHRED4NATE race finish line banner/signage
- **NEW:** The 24H App with sponsor links, participant communication, scoring, badges, etc. visible to participants and donors
- **NEW:** Stratton Community Foundation website home page sponsor banner through 2024
- **NEW:** Foundation website mental health page sponsor banner
- Logo added and featured as Presenting Sponsor on items including:
 - Exclusive sponsor on the front of athlete bib, the 24H swag bag, award lanyards (commitment needed by Jan 22)
 - Stratton Main Base Lodge large outdoor Grizzly’s deck banner
 - Logo & Link added to 24H on Stratton.com
 - Large Stratton Village poster a-frame and print posters
 - Event trifold distributed around resort including exclusive membership clubs and homeowner associations, surrounding communities, state visitor centers, local hotels and New England ski shops, colleges and schools (by Jan. 1)
 - Marketing on Stratton’s guest ticket window promotion February-March
 - Foundation event & Stratton.com/24 pages
 - Stratton “Things to Do” event page
 - Participant correspondences - fundraising milestones, announcements, prizes, etc.
 - Donor email receipts – 5,000 worldwide
 - All day-of print material (athlete instructions, schedules, signage, announcements)
 - (2) Event flags at lifts to promote event and for day-of visibility
 - Winners’ Podium / Main Stage award banner
 - Stratton Resort guest lodging welcome packet (January-March)
 - Featured on outdoor DJ screens for 24H announcements over the weekend



Presenting Sponsor *continued*

Additional Benefits:

- Signature activation on resort during the 24H event with participants and 20,000 resort guests (resort approval required)
- Recognition in all pre- & post-event releases (December 2023 – June 2024)
- Photo frames for event social media and photos
- Verbal recognition with all event announcements
- Individually tagged and featured in social media posts 4x's per month until June 2024
- Named in SCF Impact & Donor Magazine 2023-2024
- Opportunity to include branded item in participant swag bag
- Event announcements e-newsletter to database of 12,000 with 50%-80% open rate

Presenting vs. Platinum Top Sponsorship Exclusive Benefits:

	PRESENTING	PLATINUM
Presented By	X	
PSAs	X	
Black Bear Lodge	X	
LCD Screens	X	
Statue	X	
Ski Event Listings	X	
Facebook Page	X	
Finish Line Banner	X	X
Grizzly Deck Banner	X	X
Guest Ticket Window	X	X
Lift Flags	X	X
Guest Lodging Welcome Packet	X	X
Signature Activation	X	X
Photo Frames	X	X
Verbal Recognition with Announcements	X	X



Platinum Sponsor

\$10,000 Donation

BENEFITS:

- Team of (10) athletes (bib gives 2-day access to skiing and athlete benefits)
- Logo added and featured as Platinum Sponsor on items including:
 - **NEW:** Foundation website mental health page sponsor banner
 - **NEW:** Stratton Community Foundation website featured sponsor banner through 2024
 - **NEW:** On-snow 24H finish line banner/signage
 - **NEW:** On-snow #SHRED4NATE race finish line banner/signage
 - **NEW:** The 24H App with sponsor links, participant communication, scoring, badges, etc. visible to participants and donors
 - Marketing on Stratton's guest ticket window promotion February-March
 - Stratton Main Base Lodge large outdoor Grizzly's deck banner
 - Foundation event & Stratton.com/24 pages
 - Stratton "Things to Do" event page
 - Participant correspondences – fundraising milestones, announcements, prizes, etc.
 - Donor email receipts – 5,000 worldwide
 - Event bib (By Jan 22)
 - All day-of print material (athlete instructions, schedules, signage, announcements)
 - (2) Event flags at lifts to promote event and for day-of visibility
 - Large Stratton Village poster a-frame and print posters
 - Event trifolds distributed around resort including exclusive membership clubs and homeowner associations, surrounding communities, state visitor centers, local hotels and New England ski shops, colleges and schools (by Jan. 1)
 - Winners' Podium / Main Stage award banner
 - Stratton Resort guest lodging welcome packet (January-March)
 - Featured on outdoor DJ screens for 24H announcements over the weekend
- Signature activation on resort during the 24H event with participants and 20,000 resort guests (resort approval required)
- Recognition in all pre- & post-event releases (December 2023 – June 2024)
- Photo frames for event social media and photos
- Verbal recognition with all event announcements
- Individually tagged and featured in social media posts 4x's per month until April 1, 2024
- Named in SCF Impact & Donor Magazine 2023-2024
- Opportunity to include branded item in participant swag bag
- Event announcements e-newsletter to database of 12,000 with 50%-80% open rate



Gold Sponsor: RESILIENCE

\$5,000 Donation

BENEFITS:

- Team of (5) athletes (bib gives 2-day access to skiing and athlete benefits)
- Logo added and featured as Gold Sponsor on items including:
 - **NEW:** Foundation website mental health page sponsor banner
 - **NEW:** Stratton Community Foundation website featured sponsors banner through 2024
 - **NEW:** On-snow 24H finish line banner/signage
 - **NEW:** On-snow #SHRED4NATE race finish line banner/signage
 - **NEW:** The 24H App with sponsor links, participant communication, scoring, badges, etc. visible to participants and donors
 - Foundation event & Stratton.com/24 pages
 - Participant correspondence - fundraising milestones, prizes, etc.
 - Donor email receipts - 5,000 worldwide
 - Event bib with Presenting and Platinum Sponsors (need commitment by Jan 22)
 - All day-of print material (athlete instructions, schedules, signage, announcements)
 - Winners' Podium / Main Stage award banner
 - Featured on outdoor DJ screens for 24H event announcements over the weekend
 - Large Stratton Village poster a-frame and print posters
 - Event trifolds distributed around resort including exclusive membership clubs and homeowner associations, surrounding communities, state visitor centers, local hotels and New England ski shops, colleges and schools (by Jan. 1)
- Recognition in all pre- & post-event releases (December 2023 – June 2024)
- Individually tagged and featured in social media posts 2x per month until 3/16
- Opportunity to include branded item in participant swag bag
- Event announcements e-newsletter to database of 12,000 with 50%-80% open rate
- Named in SCF Impact & Donor Magazine 2023-2024

Silver Sponsor: HOPE

\$2,500 Donation

BENEFITS:

- Team of (2) athletes (bib gives 2-day access to skiing and athlete benefits)
- Logo added to foundation website mental health page sponsor banner
- Logo added and featured as Silver Sponsor on foundation event & Stratton.com/24 pages
- Individually tagged and featured in social media posts 2x per month until 3/16
- Opportunity to include branded item in participant swag bag
- Event announcements e-newsletter to database of 12,000 with 50%-80% open rate
- All day-of print material (athlete instructions, schedules, signage, announcements)
- Recognition in all pre- & post-event releases (December 2023 – June 2024)
- Named in SCF Impact & Donor Magazine 2023-2024



Bronze Sponsor: COMPASSION

\$1,000 Donation

BENEFITS:

- Logo added and featured as Bronze Sponsor on foundation event & Stratton.com/24 pages
- Logo added to foundation website mental health page sponsor banner
- Opportunity to include branded item in participant swag bag
- Event announcements e-newsletter to database of 12,000 with 50%-80% open rate
- All day-of print material (athlete instructions, schedules, signage, announcements)
- Named in SCF Impact & Donor Magazine 2023-2024

Copper Sponsor: LOVE & BELONGING

\$500 Donation

BENEFITS:

- Opportunity to include branded item in participant swag bag
- Logo added and featured as Copper Sponsor on foundation event & Stratton.com/24 pages
- Logo added to foundation website mental health page sponsor banner
- All day-of print material (athlete instructions, schedules, signage, announcements)
- Event announcements e-newsletter to database of 12,000 with 50%-80% open rate
- Named in SCF Impact & Donor Magazine 2023-2024

Mercury Sponsor: ACCEPTANCE

\$250 Donation

BENEFITS:

- All day-of print material (athlete instructions, schedules, signage, announcements)
- Logo added and featured as Mercury Sponsor on foundation event & Stratton.com/24 pages
- Named in SCF Impact & Donor Magazine 2023-2024
- Event announcements e-newsletter to database of 12,000 with 50%-80% open rate
- Opportunity to include branded item in participant swag bag



8 Ways to be a Featured Event Sponsor

Single out your company and sponsor a featured event over the festival weekend and support the Stratton Community Foundation's work on behalf of children and families in need.

Outdoor DJ Booth - \$5,000

The DJ will be rocking all weekend. We will feature your logo and signage around the DJ booth so that everyone at Stratton for the weekend knows you brought the beats!

Fireworks, Firepits and S'mores - \$4,000

Skiing during the fireworks at 9PM is a highlight of the event. Guests at Grizzly's and those staying at Stratton for the weekend all join us on the mountain for the spectacular light show. Warming by the firepits with s'mores is a great way to appreciate all those who have spent weeks fundraising for the opportunity to ski at night under starry skies. Signage at night will display your support.

Award the Children - \$1,500

Over 150 participating kids are local Vermont schoolchildren. Kids aged 11 and younger can participate for free, but most fundraise as they ski through the night, just like the adults. To show our appreciation, kids are greeted with a warm and fuzzy memento from an Award the Children Event Sponsor. Signage will be hung at check-in and registration. You can also provide business stickers!

Family & Team Trivia- \$500 + Provide 20 Prizes

While the snowcats are grooming the trails for nighttime riding, hundreds of participants meet in Grizzly's for some family trivia. This is a hugely popular event, complete with popcorn and snacks. Each round can begin with an announcement of gratitude to your company.

Nighttime Glow Dance Party - \$500 or Supply Sponsored Glowsticks

Participants will decorate themselves with glowsticks and party lights and gather at the outdoor DJ booth to earn points for their team by shaking their booties for an hour straight. We will feature your logo on the DJ screens as the sponsor of the party.

In-Kind Donations

The weekend is full of awesome giveaways, both to those who are able to join and those who aren't but still want to support the Stratton Community Foundation. Promote your gift with your logo and e-marketing correspondence. Prizes are awarded to our top 10 individual fundraisers, and for the 24 Hours of Stratton bib drawing.

Donate an Auction/Raffle Item

Weeks leading up to the events will feature an online raffle that will benefit our mental health and suicide prevention efforts through the Nathan M. Carreira Endowment Fund. Offer an item, service or experience to this most worthy cause.

Media

Please help us promote the 24 Hours of Stratton and #SHRED4NATE Race for Mental Health by sponsoring a PSA, print ad or article.



Register for Your Sponsorship Today!

Sponsorship Level/Type:

- Presenting Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Copper Sponsor
- Mercury Sponsor

In-Kind Donation Item:

Credit Card Number:

Mail check to: PO Box 523 Stratton Mountain, VT 05155

- Social Media Tags:
- Instagram:
- Facebook:
- LinkedIn:
- X (Twitter):

- Point of Contact:
- Name:
- Email:
- Business Name:
- Business Address:
- Phone:

Send us your logo in high-resolution PDF, EPS or PNG to: info@strattonfoundation.org



Media Partners & Marketing:

Television:

- WCAX
- WCVB Boston Channel 5
- GNAT-TV

Radio:

- 102.7 EQX
- iHeart Radio with support of the Stratton Mountain Village
- 98.1JJR
- VPR

Print:

- Stratton Magazine
- Vermont News Guide
- Bennington Banner
- Rutland Herald
- Brattleboro Reformer
- Manchester Journal
- Bucketville News
- NY, NJ, CT, MA Outreach

Event Postings:

- Stratton.com
- GNAT Events
- VermontVacations.com Events Stay & Play
- SevenDays Vermont Event Calendar
- visit-vermont.com
- TPW Real Estate Events Listing
- Ski Vermont
- Vermont Ski & Ride
- Travel Agent Central
- Ski Vermont Facebook Page
- WCAX Community Calendar
- EQX Events
- Taconic Hotel
- The Equinox
- Vermont Living
- Travel Vermont
- Kids Vermont
- On The Snow
- ManchesterVermont.com
- Visit-vermont.com
- Vermont.com
- V.A.R.A
- Newspaper online event platforms
- UVM & College Student Life & Event Calendars

Instagram Posts & Partnership Sharing

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@v.a.r.a.
@bromleyoutingclub
@skitheeast
@racingski
@stratton_mountain_school
@rutlandhighschool
@maplestreetsschoolvt
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@mountsnowacademy_alpine
@thetfordacademy
@blackriverpublicschool
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@gmvs ski
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