



**STRATTON  
COMMUNITY  
FOUNDATION**

EVERY CHILD DESERVES A STRONG FOUNDATION

# 2026 Year At A Glance Sponsorship Proposal



**BRAND EXPOSURE • MARKETING BENEFITS • RECOGNITION**

# There is Power in Partnership

In the months leading up to an 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, televisions, and print. Below are some key reasons how becoming a sponsor works for you:

## **Enhanced Brand Visibility**

Position your business as a community leader and demonstrate your commitment to giving back.

## **Targeted Audience Reach**

Connect with a highly engaged audience of individuals who are interested in supporting local causes.

## **Positive Public Relations**

Associate your brand with SCF's mission and the positive impact we make on our community.

## **Tax Benefits**

Explore potential tax benefits associated with charitable giving.

## **Maximize Your Reach**

Gain prime visibility with strategic signage placement, targeted social media mentions, and featured inclusion in our event marketing materials. Connect directly with your ideal audience and drive brand awareness.

## **Elevate Your Engagement**

Take your sponsorship to the next level with exclusive benefits that foster deeper audience interaction. Enjoy enhanced visibility and exclusive opportunities to connect with potential customers.

**FOCUS** your audience and make a **BIG IMPACT** in our community.

**2026 Event Calendar**

	November	December	January	February	March	April	May	June	July	August	September	October
 <p><b>24Hours of Stratton</b></p> <ul style="list-style-type: none"> <li>• Largest signature event running 14 years</li> <li>• 600+ athletes from across NE</li> <li>• Only chance to ski Stratton at night</li> <li>• Reaching donors from across the globe</li> <li>• Significant scope of marketing for 5 months</li> <li>• Dual promotion with #Shred4Nate &amp; Stratton Resort</li> </ul> <p><b>Basic Necessities, Hunger, Health, Education</b></p>					March 14-15							
 <p><b>Shred4Nate</b></p> <ul style="list-style-type: none"> <li>• Commemorative event running 9 years</li> <li>• 200+ athletes from across NE</li> <li>• Alpine ski race partnered with VARA, SMS and SWSC</li> <li>• Dedicated to support the Nathan M. Carreira Endowment Fund mental health programs and initiatives</li> <li>• Dual promotion with 24 Hours of Stratton</li> </ul> <p><b>Mental Health Programs, Mentorships</b></p>					March 14							
 <p><b>Golf Outing</b></p> <ul style="list-style-type: none"> <li>• 120 golfers + large donor audience</li> <li>• High exposure Labor Day Weekend</li> <li>• \$110,000 signature Head-to-Toe program</li> <li>• Dedicated to support basic necessities</li> <li>• Impacting 600+ low-income local children</li> <li>• Alterra Mountain Company \$50k matching grant</li> </ul> <p><b>Signature Head-to-Toe program</b></p>								2026 Date TBD				
 <p><b>Snowlight in Vermont</b></p> <ul style="list-style-type: none"> <li>• High traffic visual event in the Stratton Village for the winter season</li> <li>• Dedication of 100+ lighted evergreen trees</li> <li>• Presence from winter to early spring</li> <li>• Theme to 'shine a light on a child in need'</li> <li>• Donor reception and village tree lighting</li> </ul> <p><b>Shine a light on a child in need</b></p>				2026 Date TBD								
 <p><b>Giving Tuesday</b></p> <ul style="list-style-type: none"> <li>• 4 week targeted fundraising campaign</li> <li>• Be a featured matching partner to inspire giving</li> <li>• Audience of 13K database with 80% open rate</li> <li>• Weekly focus on Hunger, Education, Basic Necessities, Mental Health</li> </ul>		December 1										
 <p><b>Impact Magazine</b></p> <ul style="list-style-type: none"> <li>• 1,000 print production with mailing</li> <li>• On and off resort distributions</li> <li>• Lives online with year round reference</li> <li>• A thank you to donors and tribute to community</li> <li>• Powerful tool for influencing partnerships</li> </ul>	Available year-long online											



Join in collaborating with the Stratton Mountain Resort to support our local community. Over 600+ participants from across New England and beyond come together for the most magical event of the winter season. This fun and exciting event offers opportunities for all ages and abilities. Fireworks, food, games, night tubing, scavenger hunt, prizes, and more! Our partnership with Stratton Resort has been instrumental in promoting our event through their marketing channels and joint efforts. Featuring #SHRED4Nate Alpine Race for Mental Health.

## 24 HOURS OF STRATTON + SHRED4NATE SPONSORSHIP BENEFITS

<i>Sponsorship Cost</i>	<b>Title \$20,000</b>	<b>Title II \$15,000</b>	<b>Platinum \$10,000</b>	<b>Gold Resilience \$5,000</b>	<b>Silver Hope \$2,500</b>	<b>Bronze Compassion \$1,000</b>	<b>Copper Love &amp; Belonging \$500</b>	<b>Shred4Nate Participant \$75</b>
# of Sponsorships Available	2	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Title "Presented By"	❄️							
Recognition in PSA (TV & Radio)	❄️							
# Participants Included	15	10	10	5				N/A
Event A-Frames <b>DEADLINE DECEMBER 1</b>	❄️							
Event Posters <b>DEADLINE DECEMBER 1</b>	❄️							
Event Flyer <b>DEADLINE DECEMBER 1</b>	❄️	❄️	❄️	❄️				
Stratton Lodging "Welcome Packet" MLK & President's Week <b>DEADLINE DECEMBER 1</b>	❄️	❄️	❄️					
Request Lodging Black Bear Lodge <b>DEADLINE JANUARY 1</b>	2 rooms	1 room						
On-Snow Banner/Signage <b>DEADLINE FEBRUARY 1</b>	2	2	2	1				
Business/Team Banner with photo opportunity (New Item) <b>DEADLINE FEBRUARY 1</b>	❄️	❄️	❄️	❄️				
Grizzly Deck Banner <b>DEADLINE FEBRUARY 1</b>	❄️	❄️	❄️					
Main Stage Award Presentation Signage <b>DEADLINE FEBRUARY 1</b>	❄️	❄️	❄️					
Logo featured Athlete Bib <b>DEADLINE FEBRUARY 1</b>	❄️	❄️	❄️	❄️				
Logo featured Swag Bag & Award Lanyard <b>DEADLINE FEBRUARY 1</b>	❄️							
Donated Branded Item in Swag Bag <b>DEADLINE MARCH 1</b>	❄️	❄️	❄️	❄️				
Resort LCD Screens	❄️							
Logo & Link on Stratton.com event listing	❄️	❄️						
Major Vermont Online Winter Event Listings	❄️							



*"A heartfelt thank you to the Stratton Community Foundation for all the amazing work they have done over the years! We feel very fortunate to have been able to witness the great work SCF has been involved with on the local business/school level while also having a direct impact in many children's lives! Not only changing lives but setting the example for future generations. Truly a worthy cause!!" – PARK VIEW PARTNERS WITH UBS*

### 24 Hours of Stratton + Shred4Nate Sponsorship Benefits (continued)

Sponsorship Cost	Title \$20,000	Title II \$15,000	Platinum \$10,000	Gold Resilience \$5,000	Silver Hope \$2,500	Bronze Compassion \$1,000	Copper Love & Belonging \$500	Shred4Nate Participant \$75
24H Facebook Landing Page	❄️							
Guest-Ticket Window Day of Event	❄️	❄️	❄️					
SCF Mental Health Website Page Sponsor Banner	❄️	❄️	❄️	❄️	❄️	❄️		
SCF Website Landing Page Banner	❄️	❄️	❄️	❄️	❄️	❄️		
Give Sign Up Registration Landing Page	❄️	❄️	❄️	❄️	❄️	❄️	❄️	
Recognition on Participant Emails from Registration Platform or Ski Sign Up Platform (\$5,000+)	❄️	❄️	❄️	❄️	❄️	❄️	❄️	
Give Sign Up Donor Email Receipts (\$5,000+)	❄️	❄️	❄️	❄️				
24 Hour App with sponsor links, communication & scoring	❄️							
Outdoor DJ Screen	❄️	❄️	❄️	❄️				
All pre-post event press releases Dec-April	❄️							
Verbal Recognition at event opening & closing	❄️	❄️						
Featured in ALL Social Media posts through April 2026	❄️							
Featured in Social Media 2x's per month through April 2026		❄️	❄️	❄️				
Event announcements & e-newsletter to database of 13K with 50%-89% Open Rate	❄️	❄️	❄️	❄️	❄️	❄️	❄️	
Listed in SCF Impact & Donor Magazine 2025-2026	Logo or Ad	❄️	❄️	❄️	❄️	❄️	❄️	

*"Many of us take for granted a meal on the table every day, basic necessities, oral health, mental health and education," said KATHY SCHIRLING, VICE PRESIDENT, SENIOR REGIONAL PROGRAM OFFICER. "The Stratton Community Foundation is a valuable resource in southern Vermont providing support to children and families that need these critical services. M&T Bank is a proud supporter of The Stratton Community Foundation and 24 Hours of Stratton."*

**Marketing Plan runs November 2025–March 2026, Event is March 14-15, 2026.**



Your sponsorship changes lives for 600+ low-income local children to receive the basic necessities they can't afford but are critical to their overall well-being. Proceeds from this event provide year round support directly to the children in need. The Head-to-Toe program includes school supplies, dental kits, winter coat and socks, snow pants, boots, hats, gloves, and a new pair of sneakers. Funds are made available for schools to respond immediately to urgent needs of their students that are often time-sensitive or life-saving. The impact it makes on a child's self-esteem and mental health is profound, inspiring hope and a new outlook on life.

## GOLF OUTING SPONSORSHIP BENEFITS

Supports Head To Toe Program <i>Sponsorship Cost</i>	Presenting \$5,000	Reception \$3,000	Driver \$1,500	Iron \$1,250	Longest Drive \$500	Closest to Pin \$500	Tee Sign \$250	Putter \$250
# Golfers Included	8	4	4	4				1
Reception Allowance	8	4	4	4	2	2		1
Complimentary Event Drink Tickets	8	4	4					
Logo Featured on Giveaway Item <b>DEADLINE JUNE 15</b>	✳️							
Event Recognition Banner <b>DEADLINE AUGUST 1</b>	✳️	✳️	✳️	✳️	✳️	✳️		
Verbal Mention Start of Event & Reception	✳️	✳️			✳️	✳️		
Featured on Social Media Posts 2x/month, July 2026-Sept 2026	✳️	✳️	✳️		✳️	✳️		
Logo/Listing on SCF Head to Toe Landing Page	✳️	✳️	✳️	✳️	✳️	✳️	✳️	✳️
Logo & Link on Event Registration Platform	✳️	✳️	✳️	✳️	✳️	✳️	✳️	✳️
Stratton Village A Frame	✳️							
Event Posters	✳️	✳️						
Event Rack Card	✳️	✳️						
Listed in SCF Impact & Donor Magazine 2026-2027	Logo	Logo	✳️	✳️	✳️	✳️	✳️	✳️
On Course TEE SIGN Day of Event	✳️		✳️		✳️	✳️		

**Marketing Plan runs June 2026–September 2026, Event Summer 2026.**



# Snowlight in Vermont

This opportunity Shines A Light on a Child and is a symbol of the impact that you are making on the lives of thousands of children living in southern Vermont. The **Snowlight** trees lining the Stratton Village illuminate the difficult world that many of our children live in, giving them hope and inspiring them to dream for a better tomorrow. Programs are supported from the proceeds of this event to address Hunger, Basic Necessities, Health, and Education.

## SNOWLIGHT SPONSORSHIP BENEFITS

Supports Our Mission <i>Sponsorship Cost</i>	Presenting \$5,000
# Available	unlimited
Snowlight Reception Invitation	❄️
Event Recognition Table Topper with Quote	❄️
Verbal Mention at Reception	❄️
Featured on ALL Social Media Posts & Press Releases, October-December	❄️
Logo/Name on SCF Snowlight Landing Page	❄️
Event announcements & e-newsletter to database of 12,800 with 50%-89% Open Rate	❄️
Listed in SCF Impact & Donor Magazine 2025-2026	❄️

**Marketing Plan runs November 2026–March 2027, Trees are lit late November–early March.**

# Community IMPACT From Your Sponsorship

Since 1996, the **Stratton Community Foundation** has granted over \$4 million to the Southern Vermont community, growing into a major force in **caring for the well-being of area children through programs that address Basic Necessities, Hunger, Health, 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.





# GIVING TUESDAY

**Giving Tuesday** directly supports our mission and our four week campaign will be dedicated to our pillars; Education & Literacy, Hunger, Mental & Oral Health and Basic Necessities. Please join us with a matching gift or donate directly.

## GIVING TUESDAY SPONSORSHIP BENEFITS

Supports Our Mission	Education & Literacy Matching Gift	Hunger Matching Gift	Mental & Oral Health Matching Gift	Basic Necessities Matching Gift
<i>Sponsorship Cost</i>	\$5,000	\$5,000	\$5,000	\$5,000
Featured in Social Media 2x's per month through November–December 2025	✳️	✳️	✳️	✳️
Listed in SCF Impact & Donor Magazine 2025-2026	✳️	✳️	✳️	✳️

## Marketing Plan runs November 2026–early December 2026.



**Stratton Community Foundation Impact Magazine** highlights SCF's initiatives, accomplishments, and the stories of those who have benefited from our support during our fiscal year. It is distributed by mail to a targeted audience of donors, community leaders, and other stakeholders who are passionate about philanthropy and social change, as well as having a physical presence at high-traffic locations on and off the resort. 1,000 magazines will go into production, as well as have an online presence for the fiscal year, referenced for future granting and sponsor solicitations.

## IMPACT MAGAZINE SPONSORSHIP OPPORTUNITIES

Supports Our Mission	2-Page Ad Center Spread	Full Page Ad	Half Page Ad	Logo Only Ad
<i>Sponsorship Cost</i>	\$10,000	\$5,000	\$2,500	\$1,000
# Available	1	unlimited	unlimited	unlimited
SCF Website Landing	✳️	✳️	✳️	✳️
Page Banner	✳️	✳️	✳️	✳️
Listed in SCF Impact & Donor Magazine 2025-2026	✳️	✳️	✳️	✳️

## Marketing Plan runs November 2026–September 2027.

# Choose your level of sponsorship per event or throughout the year

We are excited that you have chosen to partner with the **Stratton Community Foundation** (SCF). These philanthropic opportunities offer a variety of platforms to reach a dedicated audience of up to 10,000 generous individuals who share your commitment to making a positive impact on our community. Value is added with brand exposure and marketing benefits.

Please visit the Stratton Community Foundation website for information about our critical programs and initiatives that address – **Basic Necessities, Hunger, Dental, Mental Health, and Education** to break the cycle of generational poverty.

We are happy to customize your planned giving in a way that is most meaningful to you and your organization. Thank you!

[strattonfoundation.org](http://strattonfoundation.org)

For more information or questions, contact:

Meredith Morin, Executive Director, [Meredith@strattonfoundation.org](mailto:Meredith@strattonfoundation.org)

Katie Cyr, Event Coordinator, [Katie@strattonfoundation.org](mailto:Katie@strattonfoundation.org)

(P) 802.297.2096



Thank you for considering this opportunity to support the Stratton Community Foundation. **Please select from the sponsorships below and note that some marketing benefits have deadlines.**

**24 Hours of Stratton + #SHRED4Nate Alpine Race (March 14-15, 2026) + (March 14, 2026)**

- Title Sponsor \$20,000
- Title II Sponsor \$15,000
- Platinum \$10,000
- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000
- Copper \$500
- In-Kind Event Product Donations (prizes/food/ drink/ swag bag item)
- If you prefer to give directly to the Nathan M. Carreira Endowment visit <https://strattonfoundation.org/nathan-m-carreira-fund>

**Golf Outing (TBD Summer 2026)**

- Presenting Sponsor & Play \$5,000
- Cart & Reception Sponsor \$3,000
- Driver Sponsor & Play \$1,500
- Iron Sponsor & Play \$1,250
- Longest Drive \$500
- Closest to Pin \$500
- Tee Sign \$250

**Snowlight in Vermont (TBD November/December 2026)**

- Presenting Sponsor \$5,000

**Giving Tuesday (December 1, 2026)**

- Education & Literacy Matching Gift \$5,000
- Hunger Matching Gift \$5,000
- Mental & Oral Health Matching Gift \$5,000
- Basic Necessities Matching Gift \$5,000
- If you prefer to give directly on Giving Tuesday, visit <https://strattonfoundation.org/GivingTuesday>

**IMPACT MAGAZINE (November 2026)**

- 2-Page Ad, Center Spread \$10,000  
16 x 10 inches (plus 1/8 inch bleed)
- Full-Page Ad \$5,000  
7 x 9.125 inches (no bleed), 8 x 10 inches (with 1/8 inch bleed)
- Half-Page Ad \$2,500  
7 x 4.375 inches (no bleed)
- Logo only Ad \$1,000

**In-Kind Donations (Year Long)**

- Include but not limited to event or raffle prizes/ experiences/giveaways/food & drink/branded items  
Please contact [Katie@strattonfoundation.org](mailto:Katie@strattonfoundation.org)

**SELECT PAYMENT:**  Check Enclosed  Send Invoice  DAF Check REQUESTED

PREFERRED NAME FOR RECOGNITION: \_\_\_\_\_

NAME/BUSINESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

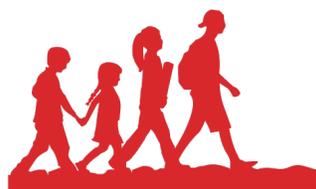
CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**WHAT TO DO NEXT**

- 1. EMAIL** your sponsorship selection(s) to [Katie@strattonfoundation.org](mailto:Katie@strattonfoundation.org) or **MAIL** this completed sponsorship selection(s) form to:  
The Stratton Community Foundation, PO Box 523, Stratton Mountain, Vermont 05155
- 2. EMAIL** your company logo (png or pdf format) to [Katie@strattonfoundation.org](mailto:Katie@strattonfoundation.org) for use in marketing materials.
- 3. Please provide your**  Instagram &  Facebook handles so we can recognize your sponsorship.

\_\_\_\_\_



**STRATTON  
COMMUNITY  
FOUNDATION**

EVERY CHILD DESERVES A STRONG FOUNDATION

[strattonfoundation.org](http://strattonfoundation.org)

The Stratton Community Foundation is a 501C3 Non-Profit Organization - #04-3343551

THANK YOU TO OUR PHOTOGRAPHERS: David Barnum Photography, Zachary Gould, Andrew Kimiecik and Hubert Schriegl