

Summit
[\$25K]

patagonia®

Benefactors
[\$15K]



Patrons
[\$10K]



Black Diamond™
Your Adventure Starts Here
MOUNTAIN GEAR

DESTINATION
HOTELS & RESORTS



Partners
[\$5K]



MOUNTAIN
HARD
WEAR
PERFORMANCE ELEVATED™



Sustainers
[\$2K]



LEKI



Supporters
[\$1K]



Members
[\$300]

Alaska Mountaineering School, Alpine Ascents Intl., Alpine World Ascents, Alpine Skills Intl., Backcountry Access, Big Agnes, Edelrid, Evolv, Exum Mountain Guides, Feathered Friends, Forty Below, Fox Mountain Guides, International Mountain Guides, Jackson Hole Mountain Guides, Julbo, KNS Reps, La Sportiva, Metolius, Mountain Madness, Mountain Tools, San Juan Mountain Guides, Search Gear, Southwest Adventure Guides, Spot Climbing Gym, Surefire, Trailspace.com, Top of the World Books



2011/2012

INDUSTRY PARTNERS

PARTNER PROGRAM

2011/2012

Partnership Level	Member	Supporter	Sustainer	Partner	Patron	Benefactor	Summit
Annual Contribution	\$300+	\$1,000+	\$2,000+	\$5,000+	\$10,000+	\$15,000+	\$25,000+
Co-branded Product Opportunities <small>(subject to approval)</small>				●	●	●	●
Recognition in E-News <small>(monthly online newsletter)</small>				●	●	●	●
Ability to Provide 'Members-Only' Offers via Email* <small>(subject to approval)</small>				1x/yr	1x/yr	2x/yr	4x/yr
Ability to Provide 'Members-Only' Offers via Website* <small>(subject to approval)</small>				●	●	●	●
Ability to Sponsor Grassroots AAC Events <small>(may involve additional expenses)</small>			●	●	●	●	●
Ability to Partner on Social Media Initiatives			●	●	●	●	●
Recognition and Logo in <i>American Alpine Journal</i> front matter					50%	75%	100%
Annual Benefit & Awards Dinner Recognition						●	●
Tickets to Annual Benefit Dinner <small>(normally priced at \$150 per ticket)</small>						6	10
Use of Grand Teton Climbers' Ranch for Events, Retreats <small>(# of beds)</small>				5	10	20	40
American Mountaineering Center Meeting Space/Theatre Usage				1 Day	2 Days	3 Days	4 Days
Use of AAC Logo on Your Website and Collateral		●	●	●	●	●	●
Recognition in <i>American Alpine News</i> <small>(Annual Report)</small>		●	●	●	●	●	●
Complimentary AAC Memberships		1	2	3	4	5	6
Copy of AAJ and Accidents		●	●	●	●	●	●
Recognition and Hyperlink on AAC Website	●	●	●	●	●	●	●

Partner Program Customization Opportunities



PARTNER. Unite. Support. Give.

As an industry partner you receive the benefits outlined in this brochure. The **real value** of your partnership comes by associating with and supporting America's national climbing organization.

WHO WE ARE

8,649 MEMBERS

75% Male 25% Female

Majority:

- Age 35+
- Income: \$100,000+
- Climbing 16+ years
- Classify themselves as advanced
- Are also mountain bikers, runners, skiers and backpackers

WEB STATS (Since March 2011)

Page Views: 80k/mo ↑ 44%

Unique Visitors: 20k/mo ↑ 36%

E-News list size 8,649



9,500 ↑ 28%



2,700 ↑ 38%



NEVER BEFORE

Why Support The American Alpine Club as an Industry Partner?

- ✓ Because climbers need someone advocating for and protecting their passion.
- ✓ Because our members are your customers.
- ✓ Because you care about the climbing community, its growth and preservation.
- ✓ Because of our shared interest in climbers and climbing.

WHAT YOU SUPPORT

EMPOWERED LOCAL SECTIONS

- Regional Coordinators
- Local Advocacy
- Improved Member Benefits
- Craggin' Classics
- Int'l Climbers Meet
- Int'l Exchange Program

INSPIRATION AND SUPPORT

- \$80k Avg. Annual Grant Distribution
- New Local Climbing Grants
- Seeking New Lines

HUTS, CAMPGROUNDS, AND LODGING

- Grand Teton Climbers' Ranch
- Gunks, Front Range and New River Gorge Campground Development
- Kathmandu Clubhouse

PROTECTING THE PLACES WE CLIMB

- \$25k Cornerstone Conservation Grant
- Domestic and Int'l Advocacy and Policy

PRESERVING CLIMBING HISTORY

- AAC Library
- American Mountaineering Museum
- American Mountaineering Center
- American Alpine Journal
- Accidents in North American Mountaineering

2011 HIGHLIGHTS . . . SO FAR

LODGING – New AAC Clubhouse in Kathmandu, developed rendering for initial bids on Gunks Campground, prospecting land for Front Range Hostel.

CONSERVATION – Launched Cornerstone Conservation Grant providing conservation dollars across the country for local crag infrastructure.

COMMUNITY – New Staff and Events

- Community Programs Director John Bragg
- NE Regional Coordinator Sarah Garlick
- PNW Regional Coordinator Eddie Espinosa

ADVOCACY– Lobbied to keep fees fair for climbers.

- Denali
- Rainier
- Pakistan

EVENTS

- 2 Craggin' Classic events—Fall 2011
- AAC Int'l Climbers Meet Yosemite Valley—September
- AAC - Iranian Alpine Club climber exchange

MEMBER BENEFITS – Improved rescue and added insurance benefits; new lodging, gym, guide service, and gear discounts; and new website and member features.