



COPROPRATE MEMBERSHIP PROPOSAL

A SENSE OF BELONGING

Since 1912, the CMC has provided education and access to our wild places for Coloradans of all ages, interests, and competency. We are not a single community; rather a conglomeration of enthusiasts and an organizational matrix designed specifically to meet the diverse needs of Colorado's residents. From trail walking to ice climbing to high altitude trekking, from pre-school to retirement and beyond, from urban residents to remote hermits and vagabonds...we welcome, nurture, and serve all. We are the **Colorado** Mountain Club.

We understand the importance of positive corporate culture, and the benefits of building strategic teams through exploration. Here in Colorado, partnerships are often forged in wild places. This creates bonds and loyalty that can last a lifetime. Our goal is to provide every Colorado resident access to skills, trips, and partners in order to fully enjoy the magic of our state. We want to help you build an outside the box corporate culture strategy that will help your employees reach their fullest potential.

We will adjust our planning, route, and delivery to best meet the changing environment and needs of your company & its employees. This proposal is designed to ignite the conversation and discover how best to serve your employees through the lens of outdoor culture and lifestyle.

CORPORATE MEMBERSHIP LEVELS

20 MEMBERS

Discounted CMC Memberships, plus a CMC trucker hat

50 MEMBERS

All of the above benefits, plus educational opportunities. At this level, corporate memberships would also include:

- 3 annual "Lunch and Learns" for employees at a location of your choice.

100 MEMBERS

All of the above benefits plus a custom "Welcome to Colorado Outdoors" experience. At this level, corporate memberships would also include:

- CMC Trucker Hat
- Custom CMC Membership Card
- 6 annual "Lunch and Learns" for employees at a location of your choice. Topics are customizable and may include:
 - » The 10 Essentials for Backcountry Treks
 - » Avalanche Terrain Awareness
 - » Preparing for Your First 14er and Beyond
 - » Fly Fishing 101
 - » Back Country Skiing 101

200 MEMBERS

All the above benefits, plus GETTING OUTSIDE! At this level, we'll lead up to four 1-day trips annually for your employees to locations of your choice with a trained trip leader. Locations are customizable and may include:

- » Rocky Mountain National Park
 - » Hiking 14ers
 - » Explore the Flatirons in Boulder
 - » Barr Lake in Denver
 - » Front Range Wildflower Hikes
- Protecting where we play is crucial to the CMC, our members, and most Coloradans. We'll curate a volunteer opportunity to get your staff out in the field and on the trails they love, preserving them for the future.

500 MEMBERS

All of the above benefits, plus the creation of your own Colorado Mountain Club Group. Currently, the CMC is comprised of 13 different Groups and Sections. At this level we'll provide the support necessary for your company's own Group of the Colorado Mountain Club, including:

- Leadership training
- Custom trips
- Administrative support
- Volunteer training
- Technical support.

In short, we'll provide you with the infrastructure and programming to enhance your corporate volunteerism and culture through experiencing wild places and skill building.

CMC MEMBER BENEFITS

- **Getting plugged into the community** of like-minded outdoor enthusiasts
- **Supporting CMC efforts** around the state
 - » Conserving the areas we love the most
 - » Trail building and maintenance
 - » Educating 7000 youth every year in outdoor leadership skills and mountain education
- Free access to a variety of over **1800 mountain adventures a year**
 - » Splitboarding, backcountry skiing, snowshoeing, hiking, mountain biking, backpacking, fly fishing, trail running, climbing, and more!
 - » Led by trained trip leaders
- **Mountain Education**
 - » Discounted member pricing on all CMC Schools
 - » Certification courses- Wilderness First Aid, AIARE Level 1
 - » Everything from to Intro to Hiking to High Altitude Mountaineering Courses and Schools



- **Gear Discounts**
 - » Local gear shops
 - » Up to 50% off with our Brand Sponsors
 - » Up to 70% off with up to 100 brands through Expert Voice
- **Local Climbing Gym Discounts**
- **Publications**
 - » Annual Member sourced magazine *Trail & Timberline*
 - » 20% off CMC Press Guidebooks

Customizable Paths to Corporate Culture Out of the Box

The membership levels described above should not limit your aspirations for building a true out of the box corporate culture. You can add customizable options to your group membership level to provide employees even more opportunities to experience the Colorado outdoors. Below are some ideas to discuss.

HIKE TO HAPPY HOURS

Get exercise, nature, and networking in one afternoon when you join us for a company specific Hike to Happy Hour. We will do a short 3-5 mile hike on the Front Range and enjoy beverages from a local craft brewery near the trail head. Each trip is led by a certified CMC trip leader with games and giveaways at the happy hour portion of the evening.



LUNCH & LEARNS

Add some outdoor educational opportunities to your corporate membership with the CMC. Lunch and learns are fully customizable for what your employees would like to learn most. We can also specialize for a certain season or focus on one specific topic over several sessions. These can be hosted at your offices or at a location of your choosing. Topics may include, but are not limited to:

- » The 10 Essentials for Backcountry Treks
- » Avalanche Terrain Awareness
- » Introduction to Hiking Safety
- » Basic Navigation Skills
- » Knot Tying in the Outdoors
- » Fly Fishing 101

GETTING OUTSIDE TOGETHER

The CMC can take your employees on trips around Colorado. These trips are a great opportunity for team building, fresh air, and brainstorming sessions. Locations are customizable, but can include any of the following options, among others:

- » Rocky Mountain National Park
- » 14ers: Mt Evans, Bierstadt, Quandary, Greys & Torreys
- » Golden Gate Park outside Golden
- » Chautauqua Park in Boulder
- » Red Rocks



VOLUNTEER EXPERIENCES

A big part of corporate culture is giving back to communities and taking care of the places that are near and dear to our hearts. The CMC can create a unique volunteering opportunity for your employees to give back to Colorado. Working with our Conservation team, we will get your employees out on the trails they love, preserving them for the future.

FAMILY DAYS

We know that many people in your organization have young families and are looking to get outside with the kiddos, as well as meet other families that like to go explore, as well. Our dedicated Youth Education staff can create fun programming for the entire family to enjoy.

