

INTERNATIONAL CLIMBERS' FESTIVAL

JULY 11-15, 2012 PARTNER AGREEMENT

Name

Phone

Name of Organization

Email

Address

Website

City, State, Zip

Have you attended the festival before? Yes No

PARTNER AND REACH EACH YEAR OVER 500

PEOPLE AND 50 PARTNER ORGANIZATIONS PARTICIPATE IN THIS CELEBRATION OF CLIMBING. THE AVERAGE ATTENDEE AGE IS 26-YEARS-OLD, THOUGH THE FESTIVAL IS WELCOMING TO FAMILIES AND ALL AGES. TYPICAL PARTICIPANT SPENDING IS \$120/DAY ON PARTNER GOODS AND SERVICES, AND MOST WILL STAY FOR 5 DAYS.

PARTNER LEVELS SELECT YOUR BENEFIT LEVEL AND ADD OPTIONS TO MEET YOUR NEEDS. PAYMENT BY IN-KIND SERVICES OR PRODUCT DONATIONS ARE ACCEPTED UPON SPECIAL REQUEST.

PARTNER BENEFITS

| | Headline Sponsor | Named Event | Ad in Program | Facebook/Twitter | Logo on Poster | Logo on T-Shirt | Comp Tickets | Trade Fair Booth | Value |
|-------------|------------------|-------------|---------------|------------------|----------------|-----------------|--------------|------------------|----------|
| 5.15 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 15 | ✓ | \$10,000 |
| 5.12 | | ✓ | ✓ | ✓ | ✓ | ✓ | 7 | ✓ | \$4,000 |
| 5.10 | | | ✓ | ✓ | ✓ | | 5 | ✓ | \$2,000 |
| 5.8 | | | | | ✓ | | 3 | ✓ | \$500 |

ADDITIONAL OPTIONS

Tee-Shirt and Poster Contest
Sponsor the Festival's design competition. Place your brand at the intersection of art and climbing. January-to-July: \$1,200

Named Event 15-minute presentation, recognition, and co-branding in printed material: \$800

Print Ad in Program 1/4 page: \$300, 1/2 page: \$500, full page: \$800, 2-page spread: \$1,200

Jim Ratz Teton Climb Send a Fremont county teen up the Grand, learning problem solving skills through mountain climbing: \$500

Facebook/Twitter Create an online partnership that continues throughout the year: \$500

Trade Fair Booth Face-to-face at the party, 10'x10' booth on Friday 7/13, 3:00pm-11:00pm: \$200

Product Donations - Your product at all events through raffles and giveaways: Free

EVENTS AVAILABLE FOR NAMED SPONSORS \$800 each

Wednesday, July 11th

Opening Presentations - *Main Street*
Live Music - *Main Street*

Thursday, July 12th

Breakfast - *Main Street*
Telluride Mountain Films - *Grand Theater*
Opening Party - *Lander Bar*

Friday, July 13th

Breakfast - *City Park*
Trade Fair / Dancing Affair - *City Park*

Saturday, July 14th

Breakfast - *Wild Iris (crag)*
Dinner - *Main Street*
Keynote - *Grand Theater*
Beers and Live Music - *Lander Bar*

Sunday, July 15th

Breakfast - *City Park*

HEADLINE BENEFITS

Our Headline Sponsor package maximizes brand awareness through targeted and customized year-round exposure. Starting with a focused consultation, we pursue every method and measure to reach your goal. Options include, though not limited to:

- Video recognition
- Co-branded messaging
- Introduction at all events
- Online public partnership

REQUEST FOR CUSTOM SPONSORSHIP

PAYMENT INFORMATION

Total amount enclosed: USD \$ _____ Total amount in Product Donation (wholesale) USD \$ _____

Cash Check Credit Card (Visa Mastercard American Express)

Account number _____ Expiration date _____ CVV or 3-Diget Code _____

Credit card billing address _____

City, state & zip _____

Name as it appears on card _____ Cardholder signature _____

PARTNER AGREEMENT

Neither the International Climbers' Festival (ICF), nor any ICF staff member or ICF host shall be responsible for any property loss suffered by the Sponsor that is the result of theft, damage by fire, accident, or other cause. No responsibility is assumed for any equipment or supplies delivered, left, or shipped to or from the ICF site before, after, or during the ICF activity. Sponsors are responsible for local taxing and collecting of sales tax on their sale if items are sold at the their ICF booth. The ICF shall not be responsible in any way for sales tax liabilities incurred by the Sponsor. The Sponsor packages cover registration to the ICF, and the above agreed upon terms. If you cancel your registration prior to May 1, 2012, the ICF will retain 50% of the total sponsorship fee. If you cancel your registration between May 1 and June 15th, 2012, the ICF will retain 75% of the total sponsor fee. If you cancel your registration after June 15th, the ICF will retain 100% of the total sponsor fee. Sponsor fees are not transferable to future years or any other person outside of your organization. There are no refunds for no-shows or late cancellations.

Signature _____ Date _____