



## GET MORE OUT OF WINTER WITH CB NORDIC



Crested Butte Nordic is a nonprofit nordic ski area that grooms 50 kilometers of trails for cross-country skiing and snowshoeing, as well as hosts events and programs. **We provide access to critical winter outdoor recreation opportunities that support our community's mental and physical health.** Business Sponsors are key to making our groomed trails, affordable programs, and exciting events possible

### **Our Mission**

To provide individuals of all ages and abilities the opportunity to learn, enjoy, and improve in the sports of cross-country skiing and snowshoeing.

### **Our Programs**

CB Nordic fulfills this mission by offering a wide variety of programs and events.

- The [Junior Team](#) is an outdoor after-school program for kids ages 3-18.
- The [Masters Community](#) offers small-group ski clinics for adults at every level of skiing.
- We provide [ski lessons](#) and [backcountry ski and snowshoe tours](#) for visitors and residents.
- Our [events](#) range from the weekend citizens races to the Grand Traverse Ski, Run, & Bike. The [Alley Loop Nordic Marathon](#) is the biggest nordic ski race in Colorado and the biggest event in the Gunnison Valley, with close to 900 participants.

### **Our Impact:**

CB Nordic is a pillar of the community and economy in Crested Butte, generating \$2.5 million in economic activity each year. Check out how many people use our services and stay in touch with us.

### **How We Support You**

**We connect our customers to your business.**

All Business Partners are featured in the following:

- Spring newsletter (3,000 recipients)
- Website Home Page (248,000 pageviews/year)
- Website Business & Lodging Partners Pages

In addition, we offer a variety of marketing placement benefits tailored to meet your goals:

- Trail Report Sponsor
- Gear Trailer Sponsor
- Featured Partner of the Month
- Program Sponsor
- Event Sponsor
- Special contests, campaigns, or discounts

You can also redeem your perks as CB Nordic services:

- Trail Passes
- Lessons
- Wax Services

### Why Sponsor CB Nordic?

Your donation supports the groomed trails, community programs, and exciting events that support a healthy, vibrant Crested Butte.

CB Nordic draws in visitors with our events and trails.

CB Nordic enriches the lives of residents with our trails and programs.

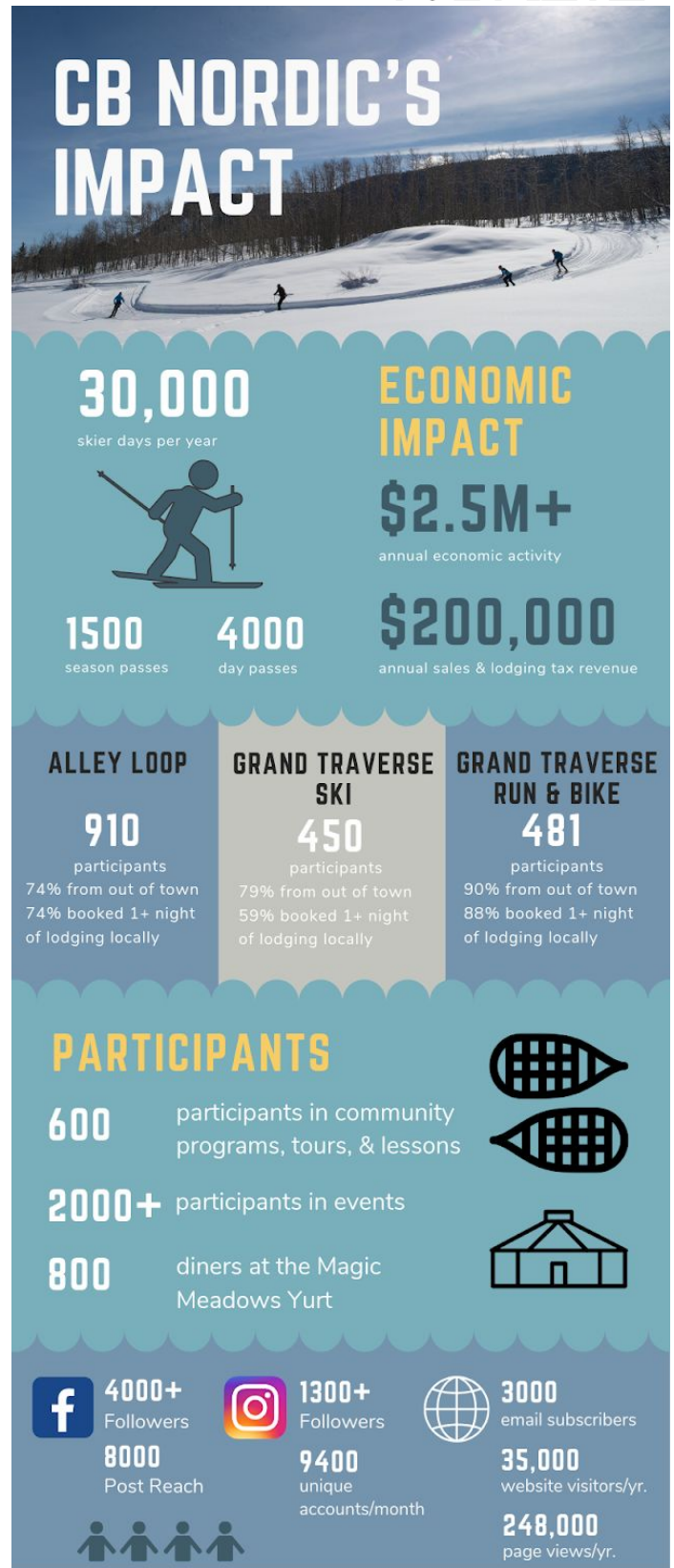
When COVID-19 hit in the spring of 2020 and the ski area shut down, [CB Nordic was able to keep the ski season alive.](#)

Business Partners help us stay relevant and responsive as we strive to serve you and the broader community.

**Sponsorship packages start at \$500. Ask us how we can help you achieve your goals for winter 2020–2021!**

### Contact Us

Laura Puckett Daniels  
Marketing & Development Director  
[laura@cbnordic.org](mailto:laura@cbnordic.org)



CB Nordic is a 501(c)(3) nonprofit. All donations are tax-deductible.