

2024 | CORPORATE PARTNERSHIPS



Promoting avalanche safety throughout North Idaho and Western Montana since 2011.



IPAC
Idaho Panhandle
Avalanche Center



Friends of
IPAC



MISSION



IPAC

Idaho Panhandle
Avalanche Center

The mission of the IPAC is to provide avalanche information, education, and promote research for the protection of life, property, and enhancement of the state's economy.



Friends of
IPAC

The mission of the Friends of IPAC is to support avalanche forecasting and education throughout the Panhandle.

FRIENDS OF IPAC

Dear Friends,

It was an honor to work on the behalf of the Friends of IPAC last season. Our goal was to grow our support in membership and sponsorship so we could provide additional forecast days and fund another field position. With the support from our partners we not only met our goals and were able to bring on another Avalanche Tech and start forecasting three days a week but we tripled our sponsorship and membership revenue. We invested roughly \$90,000 into avalanche safety in our area this past season. This money supported IPAC's forecasting operations, developed new curriculum, created outreach for new and existing users and helped finance the professionals that instructed our education courses.

The 2022/2023 season was a major year of growth for our organization. As we move into the 2024 season, we will continue to focus on our three main goals:

1. Increasing our financial support to IPAC forecasting operations
2. Expand our Education & Outreach Program, including weekly trailhead days
3. Continue to build our reserve fund to support our mission and operations should the Friends of IPAC fall on hard financial times

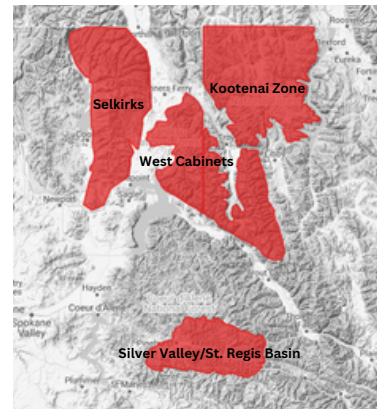
Corporate Partnership is an essential part of the Friends of IPAC financial backbone. Your support powers our work and enables our ongoing commitment to avalanche safety in Idaho. In the following you will find a breakdown of our work last season, along with a range of sponsorship opportunities for this coming season. I hope you will partner with us and help us continue to realize our vision.

Thank you.



Sincerely,

Danica Gilbert
Membership/Development
Friends of IPAC



IPAC issued regular avalanche forecasts each **Tuesday, Friday, and Saturday** through the forecast season with general avalanche information statements issued the day following each forecast.

Over the course of **19 weeks** a **total of 53 forecast cycles** across **three forecast zones** resulted in **166 total avalanche forecasts** and **111 total general avalanche information statements**.

We issued a combined total of 16 high avalanche watches, warnings, and special avalanche bulletins.

166
Forecasts

53
Forecast Cycles

16
Notices

3
Forecast Zones

133
Active Members

23
Courses

373
Students

6
Free Community
Awareness Nights



Website & Social Media

ANALYTICS (DEC-APRIL)

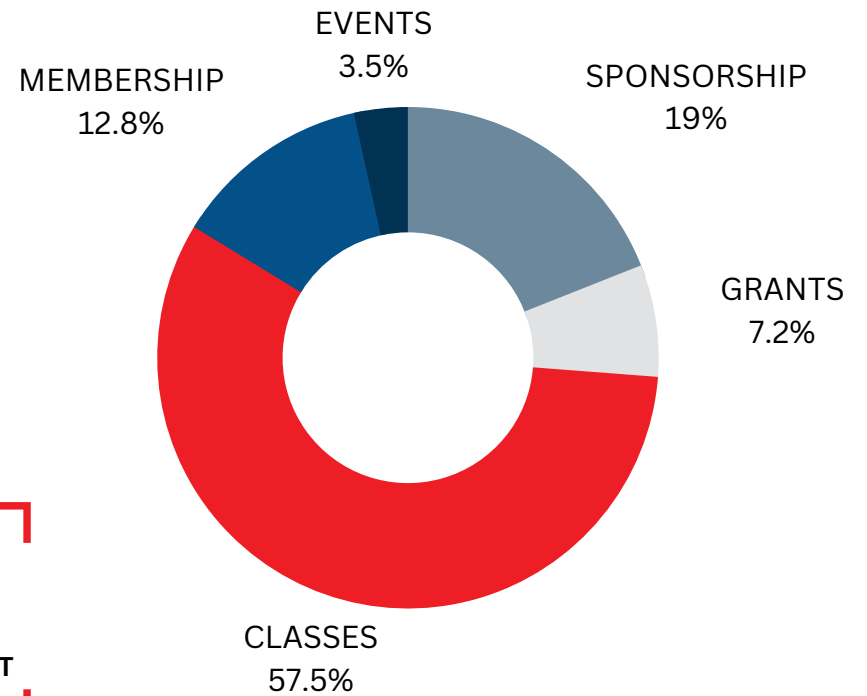
2023 FINANCIAL BREAKDOWN

FRIENDS of IPAC

REVENUE & EXPENSES



REVENUE BREAKDOWN BY CLASS



COST BREAKDOWN

The Friends of IPAC invested \$87,450 into avalanche forecasting and education during the 2022/2023 Season.



PARTNERSHIP OPPORTUNITIES



The Idaho Panhandle Avalanche center relies on support from corporate partners to fund forecasting operations as well as joint IPAC-Friends of IPAC education, programming, Trailhead Outreach, Website and professional development for IPAC Staff.

We make it easy for organizations and budgets of all sizes to get involved and support our work. Your contribution, at any level, directly supports and positively impacts avalanche forecasting and education in North Idaho.



PARTNERSHIP OPPORTUNITIES



CONSIDERABLE PARTNER | \$500+ Cash Donation & \$500-\$1,000 Product Donation (wholesale value)

BENEFITS:

- Logo placement and link in "Considerable" section on IPAC sponsor page
- Logo placement in awareness presentation, introduction slide & closing slide
- Logo placement in 2024 Annual Report
- In-Kind product, highlights and recognition at annual silent auction
- Official IPAC 2024 Season Sponsor Plaque



MODERATE PARTNER | \$500+ Product Donation (wholesale value) OR \$250 cash donation

BENEFITS:

- Logo placement and link in "Moderate" section on IPAC sponsor page & Annual Report
- In-Kind product, highlights and recognition at annual silent auction



PARTNERSHIP OPPORTUNITIES



HIGH PARTNER | \$1000+ Cash Donation & \$1,000+ Product Donation (wholesale value)

BENEFITS:

- Logo placement and link in "High" section on IPAC sponsor page
- Logo placement in awareness presentation, introduction slide & closing slide
- Logo placement in 2024 Annual Report
- Mentioned on one of our forecast posts on social media
- In-Kind product, highlights and recognition at annual silent auction
- Official IPAC 2024 Season Sponsor Plaque



PARTNERSHIP OPPORTUNITIES



APEX PARTNER | \$5000+ Partners

BENEFITS: The **APEX LEVEL** is our **premier partnership** offering benefits not available at lower levels. At the APEX level we will work collaboratively with your team to create custom programming that puts your brand in the spotlight, engaging directly with our community and leveraging their loyalty and trust in our organization.

What are your priorities and goals for the 2024 season? Launching a new product or service? Looking to align your athletes or ambassadors with backcountry safety and avalanche education efforts? Trying to make a splash as a new brand? We want to learn what's important to you and to come up with mutually beneficial strategies that can get you there!

- Customized marketing, communications, branding, leveraging one or more of our programs
- Permanently linked logo placement on rotating banner ad on IPAC homepage
- Opportunities for staff participation in Trailhead Outreach Program Days during '24 season
- Opportunities for IPAC staff integration at sponsor-hosted events during '24 season
- All lower level benefits applied

ADDITIONAL OPPORTUNITY



Friends of IPAC Events

HOST A PARTNER EVENT!

An easy way to level-up your partnership, engage your customers, and have a great time doing it, is to add Friends of IPAC as a beneficiary of your event. Partners like Spokane Mountaineers, Ride 509 and others have raised thousands of dollars for avalanche safety through pre-season kickoff events, educational talks, door prizes, races, and other event formats. Other common ways to organize fundraiser events include, but are not limited to, gear giveaways, "portion of proceeds" of drink sales, ticketed events, raffle sales, and more. We are happy to help consult with you on how best to bring your event to life in a mutually beneficial way- just ask!



ADDITIONAL OPPORTUNITY



Exclusive Five-Year Sponsorship Opportunity

CUSTOM TRAILER SPONSOR

Showcase your brand on our custom snowmobile trailer during events, including forecasting days, trailhead awareness days, and much more. Option to make a onetime donation of \$5,000, instantly elevating your brand and reaching a diverse audience with our prominent trailer display OR five-year annual commitment option, benefiting your brand from sustained exposure year after year, allowing you to invest \$1,000 annually and forge a long-term partnership with IPAC.



Our custom snowmobile trailer will be hand designed by JERM DESIGNS and guaranteed to be an attention-grabbing spectacle that captures the interest of all onlookers. By showcasing your logo prominently, you'll enjoy maximum visibility and recognition, ensuring your brand remains at the forefront of our community. Aligning your brand with IPAC ensures direct access to this niche market and allows you to engage with your target audience on a personal level.

ADDITIONAL OPPORTUNITY



ISSW SPONSOR

Support IPAC in sending our forecasters and instructors to the International Snow Science Workshop (ISSW) in Bend, Oregon this October.

ISSW is a globally recognized event, bringing together snow science researchers, practitioners, and educators from around the world. By attending this prestigious workshop our team members will not only enhance their knowledge but also contribute to the advancement of avalanche safety practices within our region.

In return for your sponsorship, IPAC offers a comprehensive package of benefits designed to showcase your commitment to safety and outdoor recreation. These benefits include prominent display on your logo on our website and post related to the event. We offer the opportunity for you to engage with our audience through content and posts, providing a powerful platform to reach both local and snow sport enthusiasts. **By sponsoring our teams attendance at this workshop, you are aligning your brand with an organization dedicated to excellence in avalanche forecasting and safety education.**



2023 STAFF & BOARD

IPAC STAFF

Ben Bernall
Avalanche Forecaster

Nate Stephens
Avalanche Forecaster

Jeff Thompson
Avalanche Forecaster

Kevin Davis
Avalanche Forecaster

Mikey Church
Avalanche Forecaster

Brian Hilland
Field Assistant

Issy Davis
Field Assistant

Micah Kromptich
Field Assistant

Kyla Berendzen
Field Assistant

FRIENDS OF IPAC STAFF

Jon Totten
Education Director

Danica Gilbert
Development

Cass Higgins
Instructor

Brett Vangen-Weeks
Instructor

Cortland Nutt
Instructor

Dash Kamp
Instructor

Scott Rulander
Instructor

Sarah Klintworth
Instructor

Katie Heil
Instructor

Ian St. John
Instructor

Mark Terry
Instructor

FRIENDS OF IPAC BOARD OF DIRECTORS

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Tom Eddy
Vice President

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Sean Mirus
Director

Larry Banks
Director

Mike Brede
Secretary

Miles Rinne
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VOLUNTEERS

Paul Ainsworth

Li Ciavola

Tyler Wilson

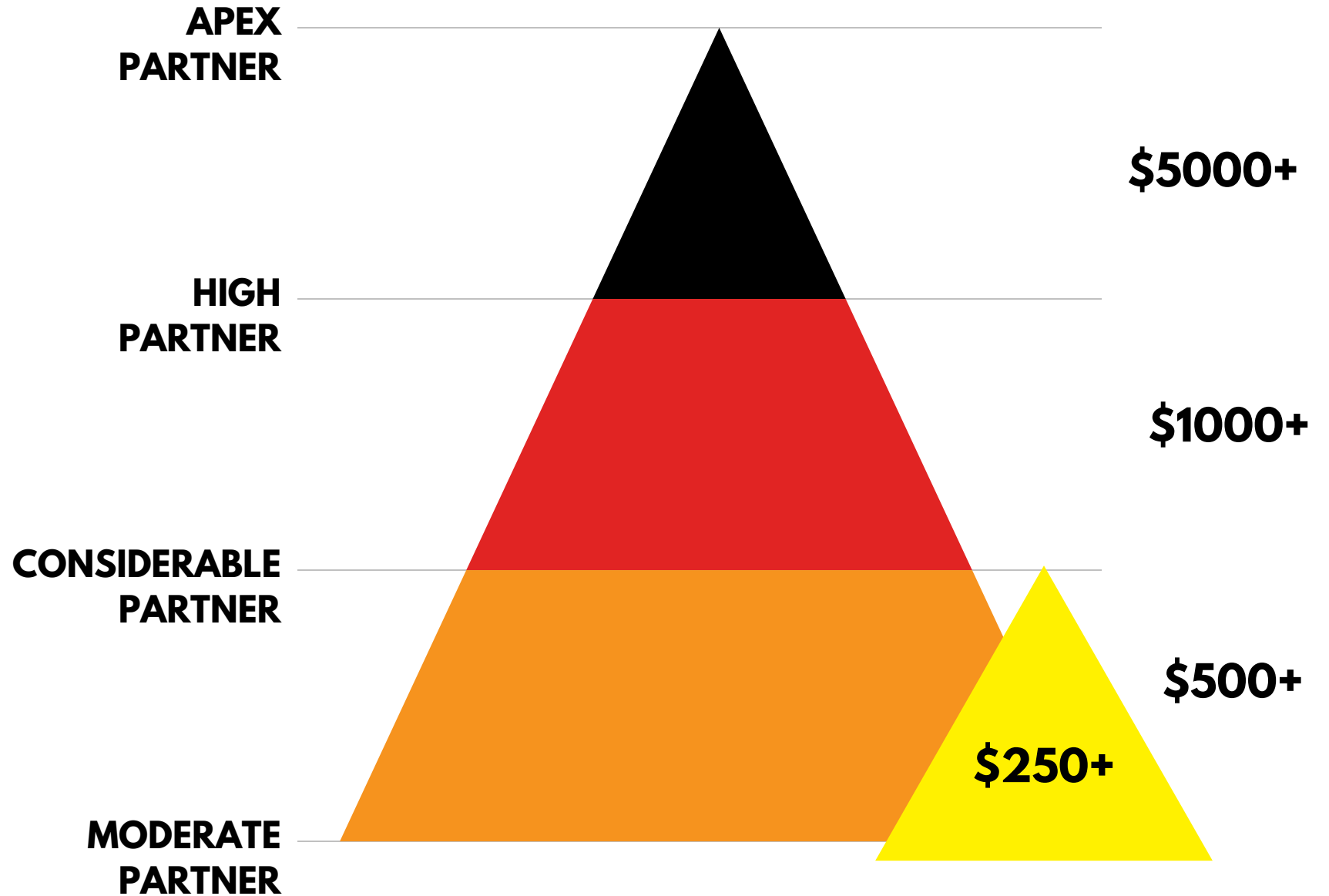
Devon Laprath

Breydon Weygandt

Lane Stidham

Mike Manion

'24 IPAC SEASON PARTNERSHIP



2023 BRAND PARTNERS

Alpine Shop

Westside Motorsports

Powder Hound Pizza

Tobler Marina

MickDuffs Brewing Co.

Sand Creek Custom Wear

Evans Brothers Coffee

Grand Teton Brewing

Doma Coffee

Two Wheeler Ski Dealer

Schweitzer

Silver Mountain Resort

Radio Brewing Company

Coeur d'Alene Bike Co.

Harper Motorsports

Continental Door Co.

Ride 509

Roots Up

PNW Lawncare

7B Boardshop

Meridian Trophy

Ramble Raven Gear Trader

Longleaf Wilderness Medicine

OnX Backcountry

IPAC's partner organizations understand the importance of avalanche forecasting and education, and how that work leads to better outcomes in Idaho's backcountry. **As an organization**, partnership is not only a great way to gain relevance with our highly engaged and loyal audience, but also **an acknowledgement of your brands role in promoting safe and ethical backcountry recreation.**



Friends of IPAC
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idahopanhandleavalanche.org