

American Mountain Guides Association Corporate Partner Information



The American Mountain Guides Association (AMGA) inspires an exceptional client experience as the premier source for training, credentials, resource stewardship and services for professional mountain guides and climbing instructors in the United States.

Why Partner with the American Mountain Guides Association?



Partnership with the AMGA is a great way for companies to reach out to professional mountain guides and climbing instructors and support our mission to inspire an exceptional client experience as the premier source for training, credentials, resource stewardship and services for professional mountain guides and climbing instructors in the United States.

The AMGA educates and accesses tens of thousands of first time and repeat-consumers in the technical climbing, mountaineering and backcountry ski segments of the outdoor community. Through the AMGA guide network of over 2,500 members and 34 Accredited Programs, the AMGA directly touches and influences an estimated 750,000 consumers each year. AMGA certified guides and climbing instructors are the leading influence in the mountain community and are often the sole lens through which first-time and repeat enthusiasts view the most meaningful outdoor experiences of their lives.

AMGA guides are committed outdoor professionals - genuine brand champions - in whose hands clients put their trust - and lives. AMGA guides are at the core of the sport and they are interacting and influencing many consumers on a daily basis. By partnering with the AMGA, your company has a unique opportunity for powerful grassroots marketing through brand exposure and product seeding in the client/guide community.

AMGA Partnership Opportunities

- ❑ **Double Diamond: \$15,000**
 - AMGA Annual Meeting Title Sponsor (includes Opening Night and Main Event Sponsorship)
 - Sponsorship of AMGA Program
 - Ability to Participate in Product Seeding/Testing Program
 - Company Logo Published on Course/Exam Manuals and on Program Catalog
 - Exclusive Access to Guides for Outreach and Events
 - Provide One Full-Tuition Scholarship in Company's Name
 - Company Name and Logo Displayed on Website and in all Publications
 - Company Logo Included in AMGA Advertising
 - Company Logo Included in Monthly eNewsletter
 - eNewsletter Advertising - Unlimited
 - Ability to Participate in Pro Purchase Program
 - Receive Advertising in AMGA's Quarterly Newsletter- 4 Times/Year
 - Ability to Provide Members' Only Offers via Email (Unlimited)
 - Hyperlink from AMGA Website to Your Company's Website
 - Co-Branded Merchandise
 - Access to Customized Mailing Labels and Email Lists of AMGA Members
 - Use of AMGA Logo for Marketing and Promotional Material
 - Opportunity for Product Review in Newsletter and e-Newsletter (select product)



2012 Double Diamond Partner

- ❑ **Diamond: \$12,000**
- Sponsorship of AMGA Program
- Ability to Participate in Product Seeding/Testing Program
- Company Logo Published on Course/Exam Manuals and on Program Catalog
- Exclusive Access to Guides for Outreach and Events
- Provide One Full-Tuition Scholarship in Company's Name
- Presenting Sponsor AMGA Annual Meeting
- Company Name and Logo Displayed on Website and in all Publications
- Company Logo Included in AMGA Advertising
- Company Logo Included in Monthly eNewsletter
- eNewsletter Advertising – 4 Times/Year
- Ability to Participate in Pro Purchase Program
- Receive Advertising in AMGA's Quarterly Newsletter- 4 Times/Year
- Ability to Provide Members' Only Offers via Email (Unlimited)
- Hyperlink from AMGA Website to Your Company's Website
- Co-Branded Merchandise
- Access to Customized Mailing Labels and Email Lists of AMGA Members
- Use of AMGA Logo for Marketing and Promotional Material
- Opportunity for Product Review in Newsletter and e-Newsletter (select product)



2012 Diamond Partners

□ **Benefactor: \$5,000**

- Provide either 2 Partial-Tuition (\$1000/per scholarship) or 1 Full-Tuition Scholarship in Company's Name (up to \$2400)
- Presenting Sponsor AMGA Annual Meeting
- Company Name and Logo Displayed on Website and in all Publications
- Company Logo Included in Monthly eNewsletter
- eNewsletter Advertising – 3 Times/Year
- Ability to Participate in Pro Purchase Program
- Receive Advertising in AMGA's Quarterly Newsletter- 3 Times/Year
- Ability to Provide Members' Only Offers via Email- 3 Times/Year
- Hyperlink from AMGA Website to Your Company's Website
- Co-Branded Merchandise
- Access to Customized Mailing Labels and Email Lists of AMGA Members
- Use of AMGA Logo for Marketing and Promotional Material
- Opportunity for Product Review in Newsletter and E-Newsletter (select product)



2012 Benefactor Partners

❑ **Patron: \$2000**

- Company Name and Logo Displayed on Website and in all Publications
- Ability to Participate in Pro Purchase Program
- Receive Advertising in AMGA's Quarterly Newsletter- 2 Times/Year
- eNewsletter Advertising – 2 Times/Year
- Ability to Provide Members' Only Offers via Email- 2 Times/Year
- Hyperlink from AMGA Website to Your Company's Website
- Access to Customized Mailing Labels and Email Lists of AMGA Members
- Use of AMGA Logo for Marketing and Promotional Material
- Opportunity for Product Review in Newsletter and E-Newsletter (select product)
- Ability to Sponsor AMGA Annual Meeting (+\$500)



2012 Patron Partners

□ **Supporting: \$500**

- Company Name Displayed on Website and in all Publications
- Ability to Participate in Pro Purchase Program
- Receive Advertising in AMGA's Quarterly Newsletter- 1 Time/Year
- eNewsletter Advertising – 1 Time/Year
- Ability to Provide Members' Only Offers via Email- 1 Time/Year
- Hyperlink from AMGA Website to Your Company's Website
- Access to Customized Mailing Labels and Email Lists of AMGA Members
- Use of AMGA Logo for Marketing and Promotional Material
- Opportunity for Product Review in Newsletter and E-Newsletter (select product)
- Ability to Sponsor AMGA Annual Meeting (+\$500)

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| • Alpine Training Center | • Gregory | • Jim & Chris Pearson |
| • Big Agnes | • John Cleary | • Princeton Tec |
| • Bluewater Ropes | • Julbo | • Red Ledge |
| • CAMP USA | • KIWI Camp Dry | • Rite in the Rain |
| • Columbia Sportswear | • Metolius | • Sterling Rope |
| • Experiential Adventures | • Miller-Mellor Associates | • MSR |
| • Forty Below | • MontBell | • Yates Gear |
| • Garmont | • Mountain Tools | |
| • Graham Goldsmith | • Omega Pacific | |
| | • Larry Parker | |
| | • Michael Parker | |

2012 Supporting Partners

❑ **Media: Trade for Ad space**

- Access to AMGA certified guides– For articles/tech-tips
- Company Logo Displayed on Website and in all Publications
- Ability to Participate in Pro Purchase Program
- Receive Advertising in AMGA's Quarterly Newsletter- 1 Time/Year
- eNewsletter Advertising – 2 Time/Year
- Ability to Provide Members' Only Offers via Email- Unlimited
- Access to Customized Mailing Labels and Email Lists of AMGA Members
- Use of AMGA Logo - Promote your support of the guiding community by using the AMGA logo online or in print
- Ability to Sponsor AMGA Annual Meeting (+\$500)

Backcountry **Climbing**
MAGAZINE

ROCK^{AND}**ICE**
Built by Climbers

2012 Media Partners

AMGA Annual Meeting Sponsorship

- ❑ **Guides Olympics Sponsor: (limit two) \$1000 cash + product**
 - Banners, booth and event station at Guides Olympics
 - Logo and name prominently displayed on posters
 - Banner displayed, space provided for promotion
 - Logo displayed on AMGA website and Annual Meeting link
 - Ad in Annual Meeting Welcome Program
 - Invitation to participate in professional development clinics
 - Opportunity for your company's product demonstrations/clinics

- ❑ **Presenting Sponsor: \$500 cash + product**
 - Logo and name prominently displayed on posters
 - Banner displayed, space provided for promotion
 - Logo displayed on AMGA website and Annual Meeting link
 - Ad in Annual Meeting Welcome Program
 - Invitation to participate in professional development clinics
 - Opportunity for your company's product demonstrations/clinics

- ❑ **Supporting Sponsor: Product Donation (*minimum \$150*)**
 - Name listed in program catalog
 - Invitation to participate in professional development clinics

If you have any questions please feel free to contact Betsy Winter (betsy@amga.com) at anytime. Our partner's loyalty and generous support has helped build the AMGA to what it is today and more importantly, what it is becoming. Your contribution shows all of our members your dedication and commitment to the American mountain guiding and climbing instructor community.

Contact Information:

Betsy Winter, Executive Director- betsy@agma.com

Caroline McNally, Membership Director- caroline@amga.com

AD SPECS FOR THE MOUNTAIN BULLETIN & eNewsletter

Number of Ads based on Corporate Partnership Level

Double Diamond Partner - Four, 1/2 or 1/3 Page Ads Per Year

Diamond Partner – Four, 1/2 or 1/3 Page Ads Per Year

Benefactor Partner – Three, 1/2 or 1/3 Page Ads Per Year

Patron Partner – Two, 1/3 Page Ads Per Year

Supporting Partner – One, 1/3 Page Ad Per Year

Ad Specifications

Electronic Macintosh-prepared files are preferred.

The following source files are accepted and are expected to follow all requirements listed in this document:

- InDesign
- Adobe Photoshop

Minimum resolution – 300dpi

All fonts must be converted to outlines

No Bleeds

Preferred formats – TIFF or EPS (no PDF)

Black and white only

Dimensions:

1/2 Page – 7.5” x 4.5”

1/3 Page - 4.875” x 4.5” OR 2.25” x 9.5”

Deadlines for Submitting Artwork:

Winter – artwork due January 25th published February 25th

Spring – artwork due April 25th published May 25th

Summer – artwork due July 25th published August 25th

Fall – artwork due November 16^h published December 16th

Submit all artwork electronically to:

caroline@amga.com **AND** diana@imagedesignllc.com

eNEWSLETTER

Side column – 1.5” x 2”

Must be JPEG or PDF

Color accepted

Submit all eNewsletter artwork to:

caroline@amga.com

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The American Mountain Guides Association

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