



## **FRIENDS OF THE MOUNT SHASTA AVALANCHE CENTER**

The Mount Avalanche Center and Friends of the Mount Shasta Avalanche Center are gearing up for the upcoming season with avalanche education workshops, clinics and community events—and we hope you will support our efforts.

The Mount Shasta Avalanche Center (MSAC) was founded in 1998 and is operated as a partnership between the Shasta Trinity National Forest and the community based nonprofit 501(c)3 Friends of the Mount Shasta Avalanche Center (FMSAC). FMSAC was created in 2002 as a grassroots endeavor to sustain our local avalanche center, and to keep safe those that find their soul in the freedom of our mountains.

***Our mission is to enrich the Mount Shasta Area backcountry experience by providing professional forecasting, real-time information, and avalanche safety training.***

### **What we do**

Together with the Shasta-Trinity National Forest we provide funding, effort, and equipment towards operating the Mount Shasta Avalanche Center.

- Help the MSAC to provide avalanche education presentations and companion rescue clinics, including new programs targeted specifically at motorized and youth backcountry user groups.
- Develop and maintain the MSAC website for year-round backcountry recreation safety information.
- Fund remote weather stations to collect real-time weather data used by our forecasters, posted on the avalanche.org.
- Maintain public avalanche interpretive area in the Old Ski Bowl on Mt Shasta.
- Help fund MSAC forecasters' professional development opportunities and an avalanche education-training fund for community members.
- Fund information and advisory road signage on popular backcountry access roads.
- Fund and support the MSAC Snowmobile Ambassador program.

### **Website Sponsorship: *Shastaavalanche.org* receives an average of 40,000 visitor hits per year**

Our website (*shastaavalanche.org*) is the primary means by which locals and tourists alike access critical avalanche safety information for our area. It is also a year round resource hub for mountain related recreation information.

### **Website Sponsorship Benefits:**

Your business/organization “hyper-linked” logo on our website. This will make your business logo visible to a diverse outdoor-enthusiast market of up to 40,000 shastaavalanche.org website visitors.

Logo listed on marketing materials and social media postings (email blasts, FaceBook, Instagram & Twitter).

Sponsorship recognition at clinics, workshops and events.

Mount Shasta is an iconic mountain, attracting visitors from all over the world. Likewise, our website sees both local and international visitors. Most our web traffic comes from northern California and southern Oregon, including the San Francisco Bay Area, Sacramento, Chico, Redding and Ashland-Medford-Klamath Falls areas.



# **FRIENDS OF THE MOUNT SHASTA AVALANCHE CENTER**

## Website Sponsor Commitment Levels

	Annual Cost	Logo & Link on Sponsor Page	Rotating Logo Box & Link Ad*	Logo & Link on Header**
<b>Summit Sponsor</b>	\$750 +	x	x	x
<b>Shasta Sponsor</b>	\$300-\$749	x	x	
<b>Shastina Sponsor</b>	\$100-\$299	x		

*\*Box ad to be placed on our climbing and avalanche advisory pages and on all our remote weather station reporting pages. In a 3 second rotation, 160x90 pixels.*

*\*\* On top of all pages. In a 4 second rotation, 160x90 pixels.*

In-kind donations and event sponsorship opportunities are also available. For details contact Justi Hansen at 530-925-2359 or [justi.hansen@fmsac.org](mailto:justi.hansen@fmsac.org).