



## What a Business Partnership with Friends On Hill Looks Like:

### 1. Shared Mission and Values

A business partnership with **Friends On Hill** means aligning your company's values with our mission to provide opportunities for people to experience skiing and snowboarding while building inclusive, welcoming communities on and off the mountain.

Partnerships focus on making a positive impact, creating new connections, and fostering a sense of belonging for people of all backgrounds.

### 2. Collaborative Event Support

- **Co-Host Events:** Your business can partner with Friends On Hill to co-host events that emphasize community building and inclusivity. For example, our **Community Learn To Ride Program**, a **Community Ride Day**, a **Fundraising Competition or Event**, or a **Community Building Event**, where we work together to create a fun, engaging, and welcoming atmosphere for participants.
- **Volunteer Engagement:** Encourage your employees to volunteer at events, helping to create a vibrant community spirit. Volunteering at these events allows employees to engage directly with the cause, giving them a personal connection to the partnership.
- **Co-Branded Marketing:** Partnering businesses will be prominently featured in event promotions, including social media, email campaigns, event signage, and merchandise. This allows your company to gain visibility as a community leader and supporter of outdoor recreational access.

### 3. In-Kind Contributions

Beyond financial donations, businesses can contribute in kind, offering services or products that benefit the Friends On Hill community:

- **Donated Equipment:** If your business sells ski and snowboard gear, offering discounted or donated equipment will reduce the barrier to entry for individuals participating in Friends On Hill programs.
- **Food and Beverage Sponsorship:** Local restaurants, bars, and food vendors can provide meals, snacks, and beverages at events like brunch buffets or Apres Ski socials.
- **Services:** If your business offers relevant services (e.g., transportation, marketing, photography, etc.), you can provide them in-kind to support events, activities, and promotional efforts.

#### 4. Exclusive Promotions & Discounts

Create special deals or exclusive promotions for Friends On Hill participants. Whether it's discounted products, services, or experiences, these offers encourage individuals to engage with your business while also supporting Friends On Hill's mission. For example:

- Special rates on lift tickets or rentals.
- Discounts on ski gear, apparel, or accessories.
- "Friends On Hill" day discounts at restaurants, cafes, or lodging partners.

#### 5. Employee Engagement and Team Building

A partnership with Friends On Hill offers opportunities for your employees to participate in the mission and actively contribute to community-building efforts:

- **Team-building Activities:** Organize company-sponsored ski days or employee volunteer days at Friends On Hill events. Employees can bond with one another while giving back to the community.
- **Matching Gifts:** If your business offers employee donation matching programs, Friends On Hill can be a designated recipient. This encourages your staff to donate while doubling their impact.
- **Employee Discount Programs:** Offering your employees access to special rates on Friends On Hill programs and events fosters engagement and reinforces the company's commitment to the cause.

#### 6. Brand Visibility and Recognition

Your company will benefit from positive exposure through:

- **Social Media Promotion:** Regular shoutouts and promotions on Friends On Hill's social media channels, newsletters, and website.
- **Logo Placement:** Co-branding opportunities on event materials, promotional banners, websites, and merchandise, which positions your brand as an active, responsible member of the local and broader outdoor community.
- **Press and Media Coverage:** Partners will be highlighted in press releases, interviews, and event media coverage, allowing you to increase brand recognition in a positive, community-focused light.

#### 7. Exclusive Partnership Opportunities

- **Naming Rights:** Certain events or programs can be named after the business, such as the "Friends On Hill Community Ride Day Presented by [Your Business]" or the "X [Your Business] Ski Gear Giveaway."

- **Long-Term Partnerships:** Businesses can commit to long-term collaborations, with opportunities to sponsor multiple events over the course of the year or become a regular donor or supporter of Friends On Hill.

## 8. Impactful Corporate Social Responsibility (CSR)

A partnership with Friends On Hill allows businesses to fulfill their CSR goals by:

- Contributing to local community development and promoting inclusivity.
- Supporting environmental sustainability in outdoor recreation.
- Providing access to activities that enhance physical and mental health.

Your business gains recognition for its positive contributions to the community while supporting causes that align with your values—particularly in helping individuals overcome financial, social, and physical barriers to enjoy skiing and snowboarding.

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## How Does This Partnership Benefit Your Business?

1. **Community Connection:** Your brand will be seen as a community-focused company that supports outdoor recreation and inclusion. By associating with Friends On Hill, you'll gain loyalty from customers who value businesses that make a social impact.
  2. **Brand Loyalty:** Customers are more likely to engage with brands that give back. This partnership can strengthen brand loyalty by creating a shared purpose with your target audience—one that values inclusivity and community-building in the outdoor sports space.
  3. **Marketing Exposure:** Through event promotion, social media, and branding, your company will increase its exposure to a broader, engaged audience, particularly those who are passionate about skiing, snowboarding, and creating meaningful connections.
  4. **Positive Publicity:** As a partner of a non-profit that prioritizes community-building and giving back, your business is aligned with positive and impactful efforts, earning respect and goodwill from both customers and the public.
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## Conclusion

A business partnership with **Friends On Hill** is a unique and powerful way for your company to connect with the community, provide tangible support for individuals who may not otherwise have access to skiing and snowboarding, and demonstrate a commitment to inclusivity and social responsibility. Through co-hosted events, resource sharing, employee engagement, and brand visibility, your business will contribute to a movement that values community, fun, and the spirit of togetherness in outdoor recreation.

We invite you to become a partner with **Friends On Hill**, helping us make the mountain a place where everyone belongs. Together, we can help create a welcoming environment for new riders, foster friendships, and build lasting memories.