



2021 SPONSORSHIP GUIDE

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The Town Pump, a weekly bouldering series at the **Teton Boulder Park** in **Jackson Hole, Wyoming**, is a grassroots fun pump that runs from **June 1–August 17**. A not-for-profit collaboration between **Teton County Parks and Recreation** and the **Jackson Hole climbing community**, the Pump **generates money** for the Jackson Hole Bouldering Park and to **fosters camaraderie** in the absence of the town’s climbing gym, which closed in 2014.

The Pump takes place **each Tuesday evening** from 6-8 p.m. **Music** provides the vibes for this **BYOB** competition that gathers Jackson Hole climbers and visiting guests in an ongoing celebration of climbing and the climbing lifestyle.

For sponsors, the Pump is the single best way to **get your brand in front of local and visiting climbers**—not once, not twice, but **more than a dozen times over the course of a summer**.

Sponsorship opportunities include:—at any or all of 2021’s 12 Pumps!

- Signage
- Product giveaways
- On-site demos
- Ambassador participation
- Clinics
- Customized events - Bar-B-Q’s - Movie Night - Women’s Night

Get your brand in front of boulderers, sport climbers and mountaineers in America’s quintessential mountain town—all summer long.

For more information, contact JC Prenner at 415-468-5800 or jcprenner@jhtownpump.org, or visit www.jhtownpump.org.

SPONSORSHIP BENEFITS



CUSTOMIZED PUMPS

Reach your customers directly—customize a Pump of your own! Bring in your athletes, reps and climbing community as you work with us to create the perfect Pump to fit your needs.

PRODUCT PLACEMENT

Get your product into the place that matters most—your customers' hands—as part of the prize packages we give away every week.

DEMONSTRATION OPPORTUNITIES

Showcase your products with public demos at any Pump, all summer long.

VENDOR TENTS

Create a pop-up storefront with your E-Z-Up tent (tents supplied by sponsors) and optimize your customer-facing opportunities at the Pumps of your choice.

CLINICS

Engage Pump participants directly with clinics staffed by your athletes or brand ambassadors. Pick a Pump that fits your schedule—or your ambassadors'.

SPONSOR RECOGNITION

Provide your banners and sponsor flags and we'll place them for you at each event (materials supplied by sponsors).

COMPLIMENTARY ENTRIES

Participate directly—field a team! Sponsorship includes 1 complimentary Team entry or up to 5 individual entries.



2021 Special Events

Join us at one of these special events—or create your own! We customize Pumps to showcase our sponsors—and with more than a dozen dates to choose from, we can build a Pump that suits your calendar as well as your budget.

Opening Pump: June 1st



Summer officially starts when the Town Pump begins! **Route-setting clinics** and **music** help set the tone with the first Pump of the year.

The Solstice Pump: June 29



The Solstice Pump coincides with the longest day of the year. Join us for **music**, **slacklining** and the **body-beautiful** set in this summer-solstice bash.

The Grand Finale: Aug. 17



Help us celebrate the end of the season with **our world-famous climbing sendfest**.

Exum - Arc'teryx Climbing Clinics: July 18

Welcome to the 3rd year of Town Pump climbing clinics in partnership with the generous support from **Arc'teryx** and taught by **Exum Mountain Guides**.

These clinics are **FREE** and are designed to help you build better technical skills for the mountains. **Teton Mountaineering** has a list of what gear you will need for the clinic. There will be extra gear on hand. If you want to participate at the highest level then bring the gear on the list, but you are also welcome to come, observe, take notes and ask questions.

The clinics are **from 6pm-8pm at the Teton Boulder Park**. For more clinic information please visit the **Exum Events page**

FREQUENTLY ASKED QUESTIONS

HOW IS THE TOWN PUMP UNIQUE?

The Pump is held at the Teton Boulder Park, a public, world-class bouldering facility at the base of Snow King Mountain in downtown Jackson Hole. The Teton County Parks and Recreation Department manages and insures the Pump, while the local climbing community develops the event as a way to raise money for fresh holds and build Teton-wide stoke.

WHO IS YOUR AUDIENCE?

Sport climbers, boulderers, trad climbers and alpinists all call Jackson Hole home, and all participate in the Pump. As well, more than 3 million people—including thousands of climbers from around the world who travel here to climb in the Tetons—visit Jackson *every summer*.

HOW DO YOU RECOGNIZE YOUR SPONSORS?

Website, social, on-site, clinics, demos, live presentation time, customized Pumps—we offer numerous opportunities to showcase you at every event. We open and close each Pump with shout-outs to our sponsors. Sponsors can promote themselves on-site by sending us sponsor flags and banners, and we'll manage set-up and breakdown. Same with prize give-aways.

DO YOU OFFER RETAIL PARTNERSHIP OPPORTUNITIES?

Yes. The two best mountain shops in Jackson—Teton Mountaineering and Skinny Skis—are both sponsors. We can work with them to drive customers to their stores to buy your product.

CAN WE SPONSOR WITH JUST PRODUCT?

We offer product placement as part of our prize packages beginning at the South Teton (\$500) level. At that level, sponsors can match a \$250 cash sponsorship with \$250 worth of product (we value product at 50% of MSRP). Higher levels of sponsorship are available at proportionately higher levels of cash/product splits.

HOW DO WE PLACE PRODUCT?

Send us your product and we'll get it into the weekly prize packages that go out to participants at every Pump.

DO WE NEED TO BE PRESENT AT EVERY PUMP TO PARTICIPATE?

No. You can be present at as many or as few Pumps as resources permit. Staffing a Pump—via clinics, demos, tents or tables—lets you interact with customers directly, so if you, or your reps, are in the area, just let us know and we can work with you to activate. If not, no problem: you can staff as many or as few Pumps as you'd like.

WE WANT TO BE PRESENT AT A PUMP. WHICH DATES ARE BEST?

We've designed four special events in 2021 to capture critical mass for sponsors and participants alike. Sponsors interested in attending Pumps are encouraged to do so at one of the special events—but if you don't find one that fits your schedule or liking, we can also build a Pump especially for you.

DO YOU OFFER CATEGORICAL EXCLUSIVITY?

Categorical exclusivity is available to sponsors via customized Pumps. Want direct engagement with a captive audience? Let us build a Pump around your shoes, apparel or hard goods!

WHAT IS THE BEST WAY TO REPRESENT?

On-site participation offers the best engagement with our audience—but you can choose not to be present at all, and we'll still promote you via signage, social, prize give-aways and weekly shout-outs. For on-site signage, sponsor flags offer greater visibility than banners.

SPONSORSHIP LEVELS AND BENEFITS

Each sponsor receives a Standard Sponsorship Package. Additional benefits are proportionate to sponsorship level.

We actively seek to collaborate with partners whose missions, values and products align with our audiences. For our base-level sponsors, we offer customer-facing opportunities to interact with brand-savvy consumers whose purchasing decisions are influenced by opportunities to interact with you directly. At higher levels of sponsorship, we can customize Pumps to fit your priorities. Whatever your budget or objective, the Town Pump offers numerous ways to showcase your brand with our audiences, all in support of our common goal of celebrating climbing and the climbing lifestyle.

MARK YOUR CALENDAR & BUDGET TO SPONSOR

2021 Town Pump: June 1-Aug. 17

Standard Sponsorship Package

- Logo on Pump creative from beginning date of sponsorship through Aug. 17, 2021
- Annual Sponsor listing on jhtownpump.com with direct link to your website
- One Complimentary Team Pass
- Signage opportunities at the Teton Boulder Park for all 2021 Pumps
- Town Pump Social Media promotion between 5/1/21 through 8/30/21



Sponsorship Levels:

South Teton Sponsorship: \$250 *Limit: 10*

Standard sponsorship package, plus:

- Product Placement match (sponsorship can feature 50/50 split between cash and product. Product will be valued at 50% of MSRP)

Middle Teton Sponsorship: \$500 *Limit: 5*

All of the above, plus:

- Vendor Tent Space
- Clinic Opportunities
- Demonstration Opportunities

Grand Teton Sponsorship: \$1,000 *Limit: 3*

All of the above, plus:

- Customized Pump of your choice
- Pre-presentation rights for your sponsored program

Presenting Sponsor: \$1,500 *Limit: 2*

All of the above, plus:

- Presenting sponsorship of all 2021 Pump programming, with pre-presentation time, livestreaming rights, and collateral branding
- Town Pump opening, closing rights
- Presenting sponsor on all Town Pump creative, including jhtownpump.com homepage
- As many Team Passes as you'd like
- Right of first refusal on 2021 Presenting Sponsorship



PUMP FORMAT

Classes: *Open; Fun*

Teams: *Up to four people / Male, Female or Coed*

- During each Pump, participants have two hours to climb. All participants climb at the same time. They are allowed to observe other climbers prior to their attempts. Participants may work on problems during the week as well.
- Participants may discuss problems amongst each other. Participants must start the problem from the start holds (competitors may not work on a problem from the middle of the problem).
- Participants choose which and how many of the problems they will attempt, and they get as many attempts as time permits. Although participants can climb as many problems as they want, only their top five problems will be scored.
- The total number of points from participants' top five boulder problems determine their score. At the conclusion of each Pump, the "Traverse Wars," in which participants traverse the Boxcar Boulder as many times as possible while pulling off fellow competitors, is held. The winner receive an extra prize.
- **Individual scoring:** Participants may compete in as many of the Pumps over the course of the summer as they'd like; total points from their six best performances qualify them for the Finals Pump for overall champion.
- **Team scoring:** The cumulative scores from participating team members are totaled every Pump; the team's final score for each Pump is calculated by dividing the points accumulated by the team by the number of people on the team. As with the individual scoring, teams may compete in as many of the Pumps over the course of the summer as they'd like; total points from their six best performances go toward their final overall score.

