



# Sponsorship 2017-18

[vermonthuts.org](http://vermonthuts.org) · [info@vermonthuts.org](mailto:info@vermonthuts.org) · 802-881-3284

Vermont Huts Association is a tax-exempt 501(c)(3) nonprofit organization



# Enhancing Recreation

Vermont Huts Association is working hard to enhance recreation in Vermont, and we have partnered with various organizations, agencies, and individuals who share our vision of creating a more immersive outdoor experience in the Green Mountains.

By collaborating with other successful nonprofits such as the Green Mountain Club, Catamount Trail Association, and the Vermont Mountain Bike Association chapters, we are strategically mapping future hut locations to meet the needs of various trail user groups who seek greater connectivity.

Not only are huts an important stepping stone for individuals looking to ease into the backcountry experience, but they also serve as the locus for the trading of stories, building of relationships, sharing of knowledge, and enjoyment of meals. A Vermont Hut will strengthen the local community's economy, provide auxiliary income for its caretaker, and create new opportunities for outdoor guides - a huge win on all fronts.

Because our huts will serve a wide range of users from skiers to mountain bikers and hikers - and eventually paddlers - we are able to offer year-round exposure for our corporate sponsors.

Financial support from your business goes far beyond the benefits mentioned in this document, and for that we are truly thankful.

With gratitude,



**RJ Thompson**  
Executive Director





# Sponsor Levels

## Tent - \$500

- Three complimentary VT Huts memberships\*
- Logo on VT Huts website scroller
- One social media post per year

## Lean-to - \$1,000

- Six complimentary VT Huts memberships\*
- One dedicated article in VT Huts newsletter
- Logo on VT Huts website scroller
- Three social media posts/year

## Yurt - \$2,500

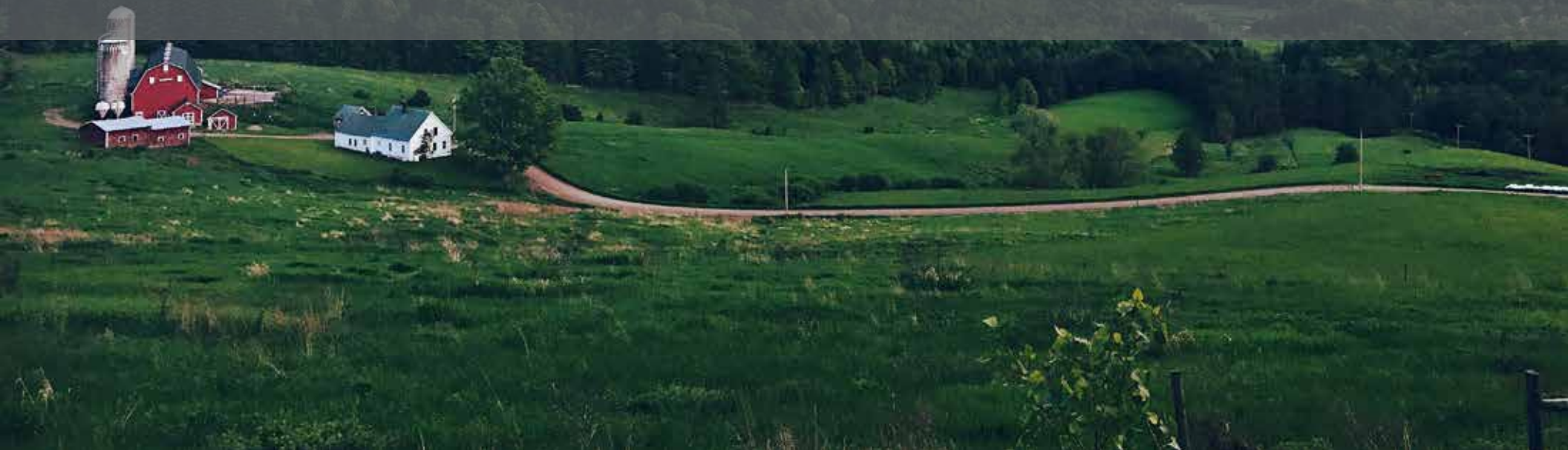
- One complimentary hut night\*\*
- Nine complimentary VT Huts memberships\*
- Two dedicated articles in VT Huts newsletter
- Logo on VT Huts website scroller
- Six social media posts/year

## Hut - \$5,000

- Two complimentary hut nights\*\*
- Brand recognition on plaque in hut
- Inclusion in annual grant collaboration press release
- Three dedicated articles in VT Huts newsletter
- Twelve complimentary VT Huts memberships\*
- Central feature logo placement on VT Huts homepage
- Minimum twelve social media posts/year

\*MEMBERSHIP WILL BECOME AVAILABLE WHEN OUR MEMBERSHIP PLATFORM IS LAUNCHED FALL OF 2017.

\*\*COMPLIMENTARY HUT NIGHTS AVAILABLE UPON COMPLETION OF FIRST HUT - ANTICIPATED OPEN DATE FALL OF 2018.





# How We're Putting Huts on the Map

## Creating the Network

Phase one of our strategic plan took inventory of the existing backcountry accommodations across the state. This exercise allowed us to create a conceptual map of what a cohesive statewide hut network might look like.

## Fostering Connectivity

Because a successful hut network relies on an interconnected trail system, we offered a \$1,500 grant to help promote connectivity among trail chapters. The winning organizations, Rochester/Randolph Area Sports Trail Alliance and Green Mountain Trails in Pittsfield, will begin working to link their networks together as early as next year, creating a new economic opportunity for these rural communities - led by recreation.

## Expanding Our Reach

In June 2017 we hosted our inaugural Solstice Photo Contest, which reached over 13,000 individuals and had over 800 participants. Our winning photographer was rewarded with \$1,000 worth of camping equipment to explore Vermont.

## Local Support and Feedback

We know locals are the best resource when it comes to identifying viable hut locations. Over the past year, we have worked with community leaders across the state to gather feedback and strategically identify viable zones for future hut placement. Including state and federal agencies in these conversations has allowed us to build strong relationships among the individuals and volunteers who will ensure the success of our mission to enhance recreation in Vermont.





# Upcoming Initiatives

## Membership

Beginning October 2017, individuals and families will be able to join the Vermont Huts Association to get hut discounts and early reservation access once our first facility opens.

## Our First Hut

Though our organization is young, we are slated to break ground on our first hut in early 2018. Located between Rochester and Pittsfield in Green Mountain National Forest, the hut will serve backcountry skiers, hikers, and mountain bikers on a year-round basis.

## End-to-End

Our long-term vision is to create a cohesive network of backcountry huts from Canada to Massachusetts for Vermont's year-round recreation community. While our immediate efforts will focus on serving the corridor between Killington and Stowe, we will continue to identify partnership opportunities with existing hut operators across the state to strengthen our network while simultaneously providing more visibility for these partners.

## Giving Back

We cannot underestimate the value of Vermont's trail networks. That's why we'll be giving a portion of all reservations back to the local chapters responsible for maintaining the trails servicing our huts. This mutually beneficial relationship will provide a new revenue stream for organizations that rely heavily on volunteer support.



# Our Commitment

Your support will not only ensure the stability of our organization, but it will allow us to move forward with essential initiatives as we work to fulfill our mission. Creating a cohesive year-round hut network in Vermont will take a tremendous amount of collaboration, dedication, and tenacity.

Your contribution is an investment in something bigger than a hut. It says you believe in Vermont's potential to become a true leader in the world of outdoor recreation, and you believe our recreation economy is a vital asset to the future sustainability of the Green Mountain State.

In exchange for your support, we promise to work tirelessly to make our vision a reality and serve not just the people who visit from out of state, but also those who call Vermont home. As rural economies begin to blossom, so too will the positive feedback loop between businesses, locals, and tourists. And as we become connected, we become stronger.

We know there are many other organizations out there, and we thank you in advance for taking the time to consider our mission and vision.

We'll see you in the mountains.

Sincerely,

-The Vermont Huts Staff and Board of Directors







## Contributions

Vermont Huts Association is a federally recognized 501(c)(3) nonprofit organization, and your donation is tax deductible. If we are unable to meet you in person, you may make your check out to Vermont Huts Association and mail it to:

**ATTN: RJ Thompson**  
**Vermont Huts Association**  
**262 Cady Hill Rd.**  
**Stowe, VT 05672**

If you have any questions about our organization's mission, please don't hesitate to call us at 802-881-3284 or send an email to RJ at [rj@vermonthuts.org](mailto:rj@vermonthuts.org).



**“The more we can get folks out into the backcountry, the more likely they are to develop a greater interest in preserving these areas, and that’s a positive for everyone involved.”**

-RJ Thompson

