



Corporate Sponsorship

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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 have strategically mapped 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 educational opportunities, youth development, and environmental stewardship. A Vermont Hut can strengthen rural economies, 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

Creating Impact: At a Glance



Media Presence

Since we launched in 2016, Vermont Huts has been featured in numerous articles, broadcasts, and podcasts. From local newspapers to nationally syndicated radio shows on NPR, our organization has earned consistent exposure across various mediums.

Membership Growth

Though our membership platform is just a few months old, we already have over 200 paid members. While the majority of those members are New England based, we have individual and family memberships as far reaching as Colorado and Hawaii. The opening of our first hut will continue to grow our membership numbers.

Our First Hut

We've identified 12-15 locations between the towns of Killington and Stowe which may be capable of hosting a hut for year-round recreation connectivity. On top of that, we partnered with Yestermorrow Design/Build School to have them construct our first hut, which will open in the summer of 2018 for year-round use.

Collaboration

In an effort to foster collaboration among our partners in recreation, we awarded a \$1,500 grant to the Rochester/Randolph Area Sports Trail Alliance and Green Mountain Trails in Pittsfield to connect their towns via a multi-use single track mountain biking trail. The grant will be used to help with the planning efforts to prepare for trail construction in 2018/2019.



Upcoming Initiatives

F.O.R.E.S.T. Program

Created to ensure members from underrepresented communities have access to nature, the FOREST Program (Fostering Outdoor Recreation, Education, Sustainability, and Teamwork) will provide everything participants need to have a memorable and meaningful experience in the outdoors. The FOREST program will start by serving two main populations: underserved youth and individuals with disabilities or adaptive needs. Using our first hut as a home base, each FOREST session will take place over a minimum of two nights beginning in the winter of 2018.

New Hut Proposals

While the long-term vision is statewide, year-round recreation connectivity, our phase one efforts will focus on connecting the outdoor opportunities between the towns of Killington and Stowe. We have identified approximately 12 zones which may be capable of hosting a hut within this corridor, and we are now in the process of writing formal proposals for those locations.

Strengthening Connections

We believe our huts will enhance recreation in Vermont. Since we launched in 2016, we have established strong relationships with our partners in recreation. From working with the Vermont Mountain Bike Association to develop the emerging Velomont Trail to gathering input from the Catamount Trail Association and Green Mountain Club, we will continue to add value to these trail networks by strategically locating our huts for year-round access.

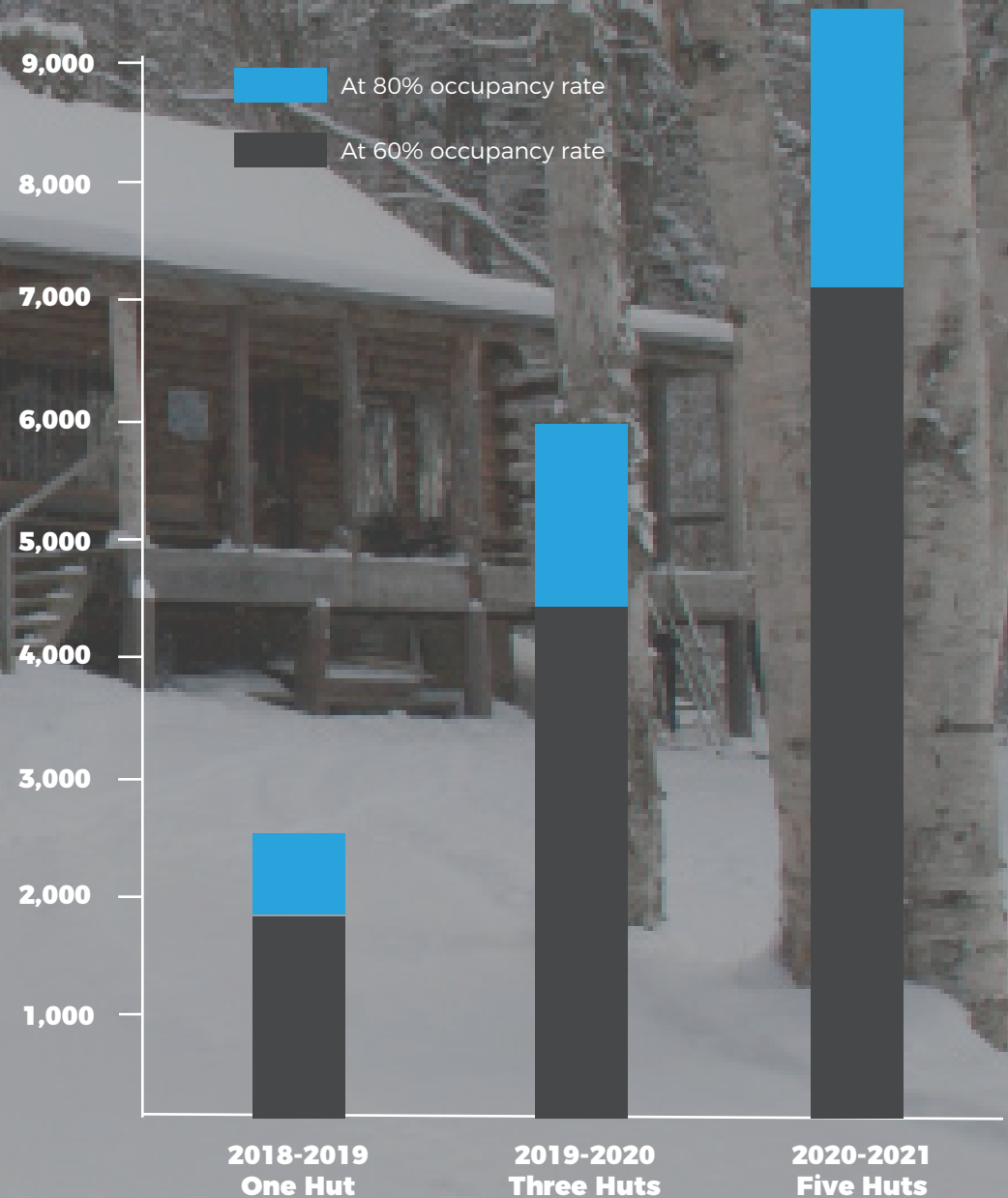
Brand Visibility

Our huts will offer a unique opportunity to capture the attention of guests as they spend the night in the backcountry. Depending on your level of sponsorship, your brand could be in front of thousands of guests each year. This includes backcountry skiers, snowshoers, hikers, mountain bikers, or anyone else looking for an outdoor adventure.

The chart to the right represents the projected number of guests who will be staying in our huts over the next three years. We've provided two projections for you; an 80% occupancy rate and a more conservative, 60% occupancy rate.

As we add more huts each year, the total number of available bed nights will also grow. And because guests will be spending ample time in our huts, your brand will be viewed numerous times by each person, multiplying the total number of impressions during each nightly stay.

Expected Annual Guests



Sponsor Levels

Tent - \$500

- One social media post per year
- Logo on VT Huts website scroller
- Recognition in guest confirmation emails
- Three complimentary VT Huts memberships

Yurt - \$2,500

- Six social media posts/year
- Logo on VT Huts website scroller
- Recognition in guest confirmation emails
- Two dedicated articles in VT Huts newsletter
- Nine complimentary VT Huts memberships
- One complimentary hut night*
- Medium size brand recognition in hut

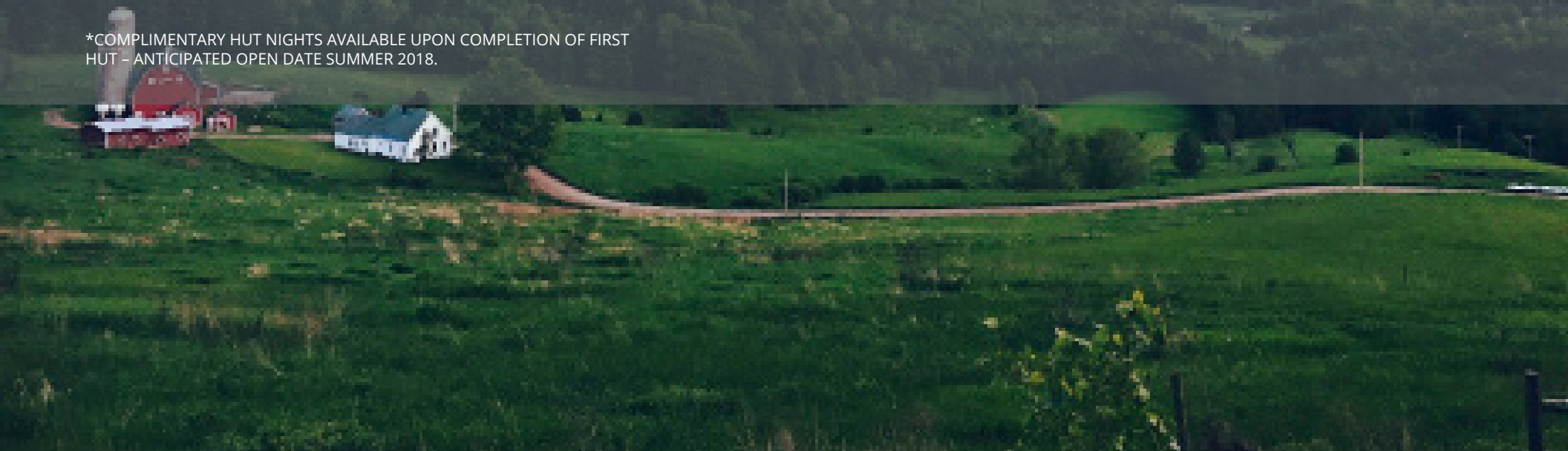
Lean-to - \$1,000

- Three social media posts/year
- Logo on VT Huts website scroller
- Recognition in guest confirmation emails
- One dedicated article in VT Huts newsletter
- Six complimentary VT Huts memberships
- Small size brand recognition in hut

Hut - \$5,000

- Central feature logo placement on VT Huts homepage
- Minimum twelve social media posts/year
- Recognition in guest confirmation emails
- Three dedicated articles in VT Huts newsletter
- Inclusion in annual grant collaboration press release
- Twelve complimentary VT Huts memberships
- Two complimentary hut nights*
- Large size brand recognition in hut

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



“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.”

