



FREMONT ADVENTURE RECREATION
2022 YEAR-END REPORT &
2023 SPONSOR PACKET



MISSION AND CORE VALUES

“FAR’s mission is to promote a culture of community and healthy living through human-powered outdoor recreation in the Royal Gorge Region.”

Community: We commit to enhancing the quality of life for the citizens of the Royal Gorge Region through the creation and celebration of human powered outdoor recreation adventures.

Culture: We commit to a welcoming attitude that values all relationships, fearless dedication, while having fun along the way.

Stewardship: We commit to responsible access as well as preserving recreation opportunities for future generations.

FAR CHARTER, 2010, REVISED 2017

LETTER FROM THE DIRECTOR




We were back to ‘business as usual’ at FAR this year - a welcome change from the last few years. We saw a return of regular events, continued trail building and maintenance, and celebrations. This year was our community’s 150th anniversary, and the theme resonated with us: The Adventure Continues. For FAR, the last 12 years have been nothing but adventurous. We thank you for helping us to continue to grow and explore new options for recreation in our region.



We are also thankful to the many land management agencies, including the City of Cañon City, Fremont County, the Bureau of Land Management, Colorado Parks and Wildlife, and the Cañon City Area Recreation and Park District, for working with our community to create recreation infrastructures that will benefit generations to come. Additional thanks goes to our incredible sponsors, volunteers, and donors. We recognize many of them are asked again and again to contribute (both financially and physically) to several worthy organizations in the area, and their continued, selfless generosity does not go unnoticed. It is a testament to our small community that a small number of volunteers, businesses, and individuals can accomplish so much. We truly love #ourcanoncity.

We hope to see you in 2023. This year, we introduced our membership program, which allowed us to interact and form even stronger relationships with the people who make up our support base and our community. Please also join us to hike, bike, volunteer, or hang out with others in the area who appreciate outdoor recreation. Come find us and let us know what you think of new trails, events, or other topics.



Brian Vanlwarden
Director, FAR

 www.joinFAR.org
 /FremontAdventureRecreation
 @fremont_adventure_recreation

 1% for Trails Information: trails@joinFAR.org
 General Information: coordinator@joinFAR.org

Thank you for your commitment to our community!

2022 BOARD MEMBERS & CONTRACTORS

Brian VanIwarden - Director
Jon Banker
Leticia Buswell

Adam Hartman
Brian LeDoux
Vicki Meier

Megan Merry
Joan Sindler
Shawn Weatherill

Ashlee Sack - Coordinator

PROGRAM OVERVIEW - 2022 BY THE NUMBERS

219 Number of volunteer (wo)man hours donated for trail projects.

Amount of 1% for Trails funds generated by local businesses in 2022

\$59,776

Miles of new trail in Fremont County opened in 2022

6.6

101 Number of new FAR members we welcomed in 2022

\$5 Average cost to build one linear foot of trail



951

Number of people who ran or rode with us in a timed athletic event.

2022 GOAL REPORT

- Create a membership program to strengthen our relationship with our community members and donors
- Continue coordinated planning with BLM to plan continuation of the Royal Loop, including a South Rim trail
- Coordinate with local youth groups to re-introduce the Adventure Kids Program
- Strengthen the Adopt-a-Trail program to keep trails in good shape
- Allocate funds as needed to improve or maintain existing trails

2023 GOALS

- Continue coordinated planning with BLM to plan continuation of the Royal Loop, including a South Rim trail
- Strengthen the Adopt-a-Trail program to keep trails in good shape
- Allocate funds as needed to improve or maintain existing trails
- Continue a full calendar of events to support our community of recreation users

COMMUNITY INVOLVEMENT

SCHOLARSHIP WINNERS

- Sydney Baxter
- Faith Wimmer
- Nathania Smith

ORGANIZATIONS SUPPORTED

- Cañon City High School Mountain Bike Club
- Cañon City Athletic Boosters
- Cañon City Cross Country Team

MEMBERSHIPS

- Leave No Trace
- Care for Colorado Coalition
- Pikes Peak Outdoor Recreation Alliance
- Colorado Mountain Bike Coalition
- Cañon City Chamber of Commerce



PROUD SPONSOR OF
COLORADO'S
OUTDOOR PRINCIPLES

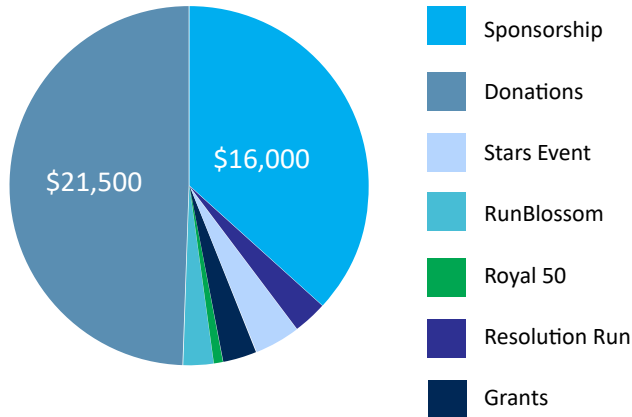


FINANCIAL OVERVIEW

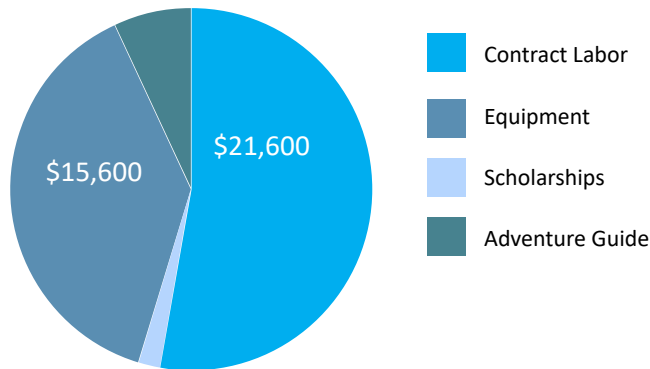
FAR REVENUE



Revenue generated for FAR is used to fund events, pay for promotional materials, award scholarships, pay our coordinator, and fund the YETI (Youth Exercise Training Initiative) program each year.



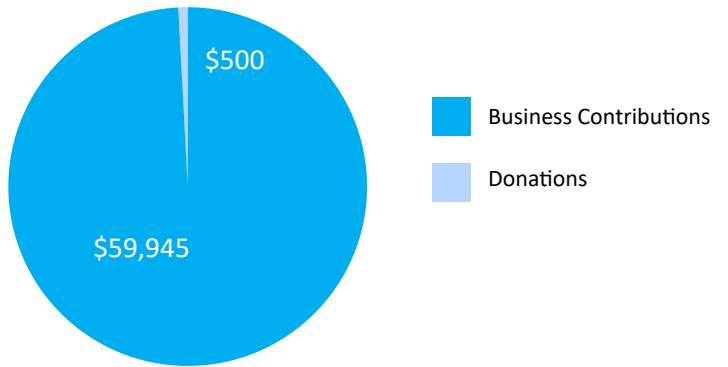
FAR PROGRAM EXPENSES



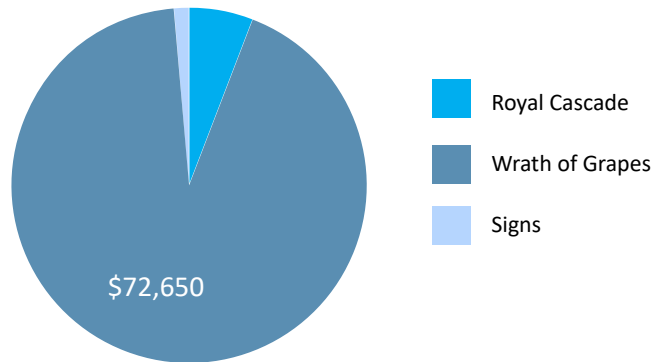
TRAILS INCOME



All funds generated by 1% for Trails are used to purchase trail equipment, provide matching funds, hire private trail contractors, and pay for manual skilled labor during trail construction.



1% FOR TRAILS EXPENSES



ULTRA-MARATHON LEVEL SPONSORS



MARATHON LEVEL SPONSORS



HALF-MARATHON LEVEL SPONSORS



10K LEVEL SPONSORS



5K SPONSORS



PARTNERS



1 PERCENT FOR TRAILS CONTRIBUTORS



We started 2022 with a balance of about \$61,500 in our 1% for Trails account. With additional funds contributed by 14 local businesses and a few donors, we assisted with the completion of two trails and have a remaining balance of about \$42,000.

2022 HIGHLIGHTS



RESOLUTION RUN

We welcomed 125 brave runners and walkers to the 2022 Resolution Run. While the weather didn't really "cooperate", we are so proud of those individuals who completed the race and spent the first day of the year with us!



SNOW QUEEN

About 200 runners joined us for the annual Snow Queen 5K and 10K races. We had a blast with all of the ladies who joined us. They came from across Colorado and beyond! We are so happy to promote women's health and wellness - both mental and physical.



COMMUNITY OPENING OF ROYAL CASCADE

It was with great pleasure that we joined the City of Cañon City in opening Royal Cascade - a trail that had been in the works for more than 25 years. Its completion was momentous as it effectively links the Royal Gorge Park Trails with Tunnel Drive and downtown.



CAÑON CITY'S SESQUICENTENNIAL CELEBRATION

This year was a BIG birthday for our community, and we were so grateful to be involved in some of the celebratory events. We had a booth at the Jubilee, helped host two First Friday events, created an Adventure Book for kids and families, and had our first-ever bike rally.



RUNBLOSSOM AND YETI

RunBlossom has been a staple event each year as part of the Blossom Festival. In 2022, we welcomed 448 individuals to the event, which included 302 youth runners as part of the YETI program.



STARS GALA AT THE ROYAL GORGE BRIDGE & PARK

To celebrate the 150th anniversary of Cañon City, we held the 'We Are All Stars' gala at the Royal Gorge Bridge & Park this year. The Hollywood history and connections of our community were highlighted in this historic space as we laughed, danced, and raised money for FAR.



STUDENT ADVENTURE GUIDE DISTRIBUTED TO LOCAL STUDENTS

Our trail systems continue to grow and as they do, it's important to let our community members know where they are, how to use them, and how to recreate appropriately. Reaching and educating the youth of our community is part of our mission, and we are therefore always glad to distribute Adventure Guides to students in Fremont County.



OPENING OF 'WRATH OF GRAPES' TRAIL

South Cañon trails grew by 3 miles this year as Grapes of Wrath opened in November. Through the diligent work of Steve Thomas of Terra Firma Trails and Andrew Mesesan, the winding, scenic trail travels from just above Grape Creek to its intersection with Watchtower. This trail was paid for with \$60,000 of 1% for Trails funds, provided by local businesses and administered by FAR.



SUPPORT FOR HIGH SCHOOL ATHLETES - MOUNTAIN BIKE AND X-COUNTRY

Supporting our community's youth - so that they can enjoy a lifetime of recreation activity - is part of our mission. We were proud to sponsor our local CCHS mountain bike team, contribute to athletic boosters, and also assist with the CCHS Cross Country Invitational this year. Thank you to all of you who assisted with volunteer efforts during these events!

BUSINESS CONTRIBUTOR TYPES

There are TWO ways to support outdoor recreation and trail development through FAR. Choose the from the following two methods based on your business or personal priorities. Either donation method qualifies your business as a “contributor” and will be allocated the appropriate benefits as listed on page 8. We appreciate your support!



FAR SPONSOR

BUSINESS DONATION FOR FAR PROGRAM COSTS

Your FAR sponsorship helps us with programming and general operating costs. You can be assured your money directly benefits our community. We are committed to creating a culture of healthy living and hope you will help us in this goal.

- Your business will **write a one-time check for the sponsorship up-front**
- Your contribution will be used to:
 - help FAR run events (and keep the cost low for participants),
 - pay contracted employees,
 - purchase promotional materials, and
 - provide scholarships for local high school seniors
- FAR will provide a custom wooden plaque to promote your support of FAR
- You will receive the benefits listed on page 8, based on your contribution level



1% FOR TRAILS PROGRAM

CUSTOMER-GENERATED TRAILS DONATION

The 1% for Trails program began in 2016 as a method of creating a substantial and sustainable funding source for trail systems in the Royal Gorge Region. This program can be tailored for your business, whether you decide to implement an opt-in method of collection, or an opt-out method. This money is then collected by FAR to use for trail building and maintenance programs (minus a 10% administration fee dedicated to FAR’s associated program costs). We work closely with various land managers to utilize our money appropriately and effectively.

- Your contributions will be used specifically for trails, including:
 - trail building and maintenance
 - signage
 - equipment rental
 - promotional and educational materials
- Your business will choose to report and pay a monthly or quarterly payment
- Your business will **add a 1% donation onto the sale of services, retail goods, or a combination of both**
- FAR will provide custom materials to promote your participation in the program (window clings and signage) as well as printed materials (postcards) to help explain the program to your customers
- You will receive benefits listed, based on your prior or anticipated contribution level

BUSINESS CONTRIBUTOR BENEFITS

Sponsors at the Half-Marathon (\$500) level are encouraged to provide coupons or advertisements for our swag bags, plus enjoy a booth at any of our FAR events. Reach a dedicated, outdoor-recreation customer base by increasing your presence at FAR events.

2023 PROPOSED CALENDAR OF EVENTS

JANUARY

1 FAR Resolution Run

FEBRUARY

13 FAR Snow Queen Frosty 5K

MARCH

APRIL

TBD Support of RIO's River Cleanup and CCRD Clean Up / Green Up

MAY

4 FAR runBlossom 5K/Half-marathon
www.runblossom.org
13 Dino-Rific 1K Kids Fun Run
20 Women's MTB Clinic

JUNE

TBD Trail Work Day
14 FAR Summer Social at WWBG

JULY

TBD Support of Great Escape Trail Events

AUGUST

TBD Support of National Night Out

SEPTEMBER

23 We Are All Made of Stars Gala
TBD National Public Lands Day

OCTOBER

15 FAR Mountain Bike Races

NOVEMBER

24 Opt Outside

DECEMBER

SWAG



Each year, our limited-edition swag is made available only to sponsors and donors. We can't wait to see all the places you'll wear it!

You'll also get a custom FAR plaque (the design mimics our trail signs) to let customers know that you support our recreation community.



As a contributor, you're welcome to distribute Adventure Guides. Pick up a box in April at the Release Party and let everyone know that you have them!

MEDIA REACH



The joinFAR.org website receives an average of 1.2K sessions per month from about 800 users. Most are from Cañon City (19%), Colorado Springs (7%), and Denver (13%).



Our Facebook page has 4,000 followers. We post 3-5 times per week and have a robust engagement pattern.



Our Instagram page has 1,028 followers. We post about 2 times per week.



We send out a monthly newsletter with over 870 recipients. Newsletters have an average of a 50% open rate.

BUSINESS CONTRIBUTOR BENEFITS

WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

We are pleased to offer the following benefits to our supporters. Whether your contribution is a one-time sponsorship donation or a year-long 1% commitment, the listed benefits will apply to the 2023 season.

ULTRA-MARATHON (\$5,000+) LEVEL

- VIP tickets to annual FAR Gala
- Up to 3 complimentary registration to all FAR events
- Potential to hold events at your business location (packet pick-up, award presentation, meetings, etc.)
- Prominent logo with link on joinFAR.org website
- Prominent, top tier, logo recognition on FAR email newsletters
- "1% for Trails Featured Business" feature in FAR email newsletter
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution
- 3 limited-edition FAR items (available in June)

MARATHON (\$1,000+) LEVEL

- Potential to hold events at your business location (packet pick-up, award presentation, meetings, etc.)
- Prominent logo with link on joinFAR.org website and logo recognition on FAR email newsletters
- 3 Complimentary entries to any FAR event
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution
- 3 limited-edition FAR items (available in June)

HALF-MARATHON (\$500) LEVEL

- Logo with link on joinFAR.org website and logo recognition on FAR email newsletters
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution
- 2 limited-edition FAR items (available in June)

10K (\$250) LEVEL

- Logo on joinFAR.org and logo on FAR email newsletters
- Adventure guides for your business distribution
- 1 limited-edition FAR item (available in June)

5K (\$100) LEVEL

- Logo with link on joinFAR.org and logo recognition on FAR email newsletters
- Adventure guides for your business distribution

FAR PROGRAM SPONSOR

BUSINESS CONTRACT



We sincerely hope you'll consider sponsoring FAR in 2023. Your one-time donation will be invested right back into our community via our signature events such as runBlossom, Snow Queen Frosty February 5K, and more; and also scholarships for mountain bike team members, community education programs, and other events.

BUSINESS/ORGANIZATION INFORMATION

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Business / Organization Name: _____

Physical Address: _____

Mailing Address: _____ City: _____ Zip: _____

Website: _____ Business Phone (for advertising): _____

Sponsorship level (check one): \$100 \$250 \$500 \$1,000 \$5,000 \$ _____

Cash total: \$ _____ In-kind total (must be equal to or lesser than cash total: \$ _____

Number of Adventure Guides requested: _____

(Please note that these may be subject to availability.)

Check Enclosed (PREFERRED)

Will donate online (Use QR code at right.)

Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:

Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212



Please send high-resolution logos to coordinator@joinFAR.org. Vector file types (.eps, .pdf, or .ai) are preferred.

By signing this contract, I agree to pay the indicated 2022 sponsorship amount in full and up front to Fremont Adventure Recreation (FAR). I understand that failure to do so will result in termination of the contract and removal of my business from all promotional materials. I also hereby affirm that I am an authorized representative of the business listed above.

Signature of contact: _____ Date: _____

Contract and payment due by February 15, 2023

1% FOR TRAILS CONTRIBUTOR

BUSINESS CONTRACT



After adding a 1% donation onto your customer's bill (can be unique to your POS system), your contributions are then distributed directly to FAR. All monies collected from these 1% donations are collectively used to fund trails and outdoor recreation in the Royal Gorge Region. Our 1% For Trails initiative funds all things trails and outdoor recreation: matching funds for grants, grant writing, trail building, trail design, and more. Concurrently, FAR will continue to contribute to local efforts to market to and encourage users of singletrack trails to visit our beautiful city!

BUSINESS/ORGANIZATION INFORMATION

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Business / Organization Name: _____

Physical Address: _____

Mailing Address: _____ City: _____ Zip: _____

Website: _____ Business Phone (for advertising): _____

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Will donate online (Use QR code at right.)

Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:
Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212

Approximate payment dates:

Quarterly _____, _____, _____, _____

Yearly



Estimated yearly contribution: \$ _____ .00 Number of Adventure Guides requested: _____

(Please note that these may be subject to availability and we will do our best to accommodate your business's needs.)

By signing this contract, I commit to administering a 1% donation on the agreed-upon sales for the term of one calendar year, and to donating 100% of said funds to Fremont Adventure Recreation (FAR). I understand that failure to do so will result in termination of the contract and removal of my business from all promotional materials. I also hereby affirm that I am an authorized representative of the business listed above.

Signature of contact: _____ Date: _____

Contract due by February 15, 2023

INDIVIDUAL DONOR BENEFITS

WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

We are pleased to offer the following “thank you’s” to our supporters. Your financial contribution helps us to achieve community goals like: events, educational programs, scholarships, trail maintenance, and community involvement. Donations of \$50 and above qualify you as a FAR “member”, and you will receive communications and benefits as they are distributed.

MARATHON (\$1,000+) LEVEL

- Personal thank-you card
- 3 Free entries to ANY FAR event
- FAR Sticker
- 3 limited-edition FAR sponsor items (available in June)

HALF-MARATHON (\$500) LEVEL

- Personal thank-you card
- 2 Free entries to ANY FAR event
- FAR Sticker
- 2 limited-edition FAR sponsor items (available in June)

10K (\$250) LEVEL

- Personal thank-you card with FAR Sticker
- 1 limited-edition FAR sponsor t-shirt (available in June)
- 1 Free entry to ANY FAR event

5K (\$100) LEVEL

- Personal thank you card with FAR sticker
- 1 limited-edition FAR sponsor t-shirt (available in June)
- 25% off of one FAR event entry

STARTING LINE (\$50) LEVEL

- Personal thank-you card with FAR sticker

INDIVIDUAL DONOR CONTRIBUTION

PERSONAL OR CHARITABLE DONATION



We are grateful for any level of contribution. If you are considering a charitable donation, please know that your funds will be used to further our mission at FAR - to support outdoor recreation in the Royal Gorge Region. Your assistance with program costs helps to keep us running!

WHAT WE HAVE PLANNED FOR FUNDS IN 2023:

- Provide scholarship for the CCHS Mountain Bike Team
- Continued support of YETI program
- Continuation of our event calendar
- Advocacy and education regarding local public lands issues
- Coordination with local entities to support Leave No Trace
- Administration of trails maintenance adoption program

DONATION INFORMATION

Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

Mailing Address: _____ City: _____ Zip: _____

Donation Amount: \$ _____

Please indicate how you would like your donation to be listed in the Adventure Guide:

By name Anonymous In memory of: _____

Check Enclosed (PREFERRED)

Will pay online (Use QR code at right.)

*Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:
Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212*



Signature of contact: _____ Date: _____

Contract and payment due by February 15, 2023