



MAY

8TH

2024

HELP US RAISE

\$350K

RAPPEL  
FROM THE

36<sup>TH</sup>  
FLOOR



**OUTWARD BOUND**  
CALIFORNIA





# SKY HIGH COMMUNITY EXPERIENCE

The 8<sup>th</sup> City Skyline Challenge uniquely reflects San Francisco's adventurous, innovative, and generous spirit. You and your employees have the chance to experience an exhilarating rappel from 36 stories and support social-emotional learning opportunities for CA youth.

Outward Bound's mission is to change lives through challenge and discovery.

With your help, we will ensure that young people have the real-life experiences of self-discovery and leadership that set them up for success in their schools, communities and lives.

Through the City Skyline Challenge, we will raise funds to dramatically increase scholarships to students of color and those from low-income communities in the Bay Area and throughout California.



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# EXPOSURE

- Listing as a sponsor on our website, event collateral, and press releases
- \$400,000 value of event media exposure and over 12 million impressions
- 2.5 million social media impressions and 16,000 livestream viewers
- Access to 100+ VIP event attendees, including major corporate executives, politicians and philanthropists
- Exposure to over a million alumni in the US with an average household income of over \$200K
- Livestream coverage for foot traffic, hotel guests and fans



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# ACTIVATION LEVELS



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**Summit  
Sponsor  
(\$25,000)**

**Peak  
Sponsor  
(\$10,000)**

**Expedition  
Sponsor  
(\$5,000)**

**Trail  
Sponsor  
(\$3,000)**

## Logo placement

Event website –  
main page

*Logo*

Event website –  
sponsorship page

*Logo*

*Logo*

*Logo*

*Listing*

OBCA Annual Report

*Logo*

*Logo*

Sponsor Highlight  
(social media, email)

*Yes*

*Yes*

*Yes*

*Yes*

## Rappel and Party at the Grand Hyatt

Rappellers on Event  
Day

*4*

*3*

*2*

*1*

Complimentary  
Tickets  
to the Party

*10*

*8*

*6*

*4*

Day on Ropes Course

*Yes*

# ADDITIONAL OPTIONS

Level	Value	Description
Rope Sponsor	\$10,000	<i>Name one of our two rappel ropes, referred to all day both days by our emcee and on livestream</i>
Participant T-shirts Sponsorship	\$5,000	<i>200 total shirts including printing costs and design input</i>
Photo Booth Sponsor	\$5,000	<i>1 available - landing area and Party at the Edge - logo placement and social coverage</i>
Tent at Registration, Landing Area, Bar	\$5,000	<i>Thousands in foot traffic</i>
Promotional item in gift bags	\$2,500	<i>200 total items - high touch opportunity, coupon code, swag</i>
Banner at Registration, Landing Area, Bar	\$1,500	<i>Thousands in foot traffic</i>



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