



MAY

5TH

2022

HELP US RAISE

\$350K

RAPPEL
FROM THE

46TH
FLOOR



OUTWARD BOUND
CALIFORNIA



SKY HIGH COMMUNITY EXPERIENCE

The 7th Annual 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 46 stories & get students outside and learning together.

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 leadership and self-discovery 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 live stream 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

	Summit Sponsor (\$25,000)	Peak Sponsor (\$10,000)	Expedition Sponsor (\$5,000)	Trail Sponsor (\$2,500)
Sponsor Recognition				
Event website - main page	<i>Logo</i>			
Event website - sponsorship page	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>
Save the Date	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Listing</i>
OBCA Annual Report	<i>Logo</i>	<i>Logo</i>		
Sponsor Highlight (social media, email)	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>
Rappellers on Event Day	<i>4</i>	<i>3</i>	<i>2</i>	<i>1</i>
# of youth on ropes course programming	<i>250</i>	<i>100</i>	<i>50</i>	<i>30</i>



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ADDITIONAL OPTIONS

Level	Value	Description
Rope Sponsor	\$10,000	Name one of our two rappel ropes, referred to all day both days by our emcee and on livestream
Helmet sticker logos	\$10,000	Photo and social coverage for all participants both event days (possible 7.5 million impressions)
Outward Bound Professional Program	\$7,500	20 participants- Rock Climbing, Teambuilding or Kayaking
Participant t-shirts sponsorship	\$5,000	200 total shirts including printing costs and design input
Photobooth Sponsor	\$5,000	2 available - landing area and Party at the Edge - logo placement and social coverage
Cause Marketing/Social Media Campaign	\$5,000	In store promotion, social campaign, crowd fundraising, etc. reach: 6K+ locally, 35K+ nationally
Tent at Registration, Landing Area, Bar	\$5,000	thousands in foot traffic
Promotional item in gift bags	\$2,500	200 total items - high touch opportunity, coupon code, swag
Banner at Registration, Landing Area, Bar	\$1,500	thousands in foot traffic
Rappellers on VIP / Media Day	\$1800+	additional \$1800 on top of initial sponsorship



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