



SPONSORSHIP PACKAGE KIT

ROCKY MOUNTAIN REGION

DECEMBER 10-14, 2025
TELLURIDE, CO





RMR HOMECOMING EXPERIENCE - ORIGIN STORY

PROUDLY PART OF THE NATIONAL BROTHERHOOD OF SNOWSPORTS (NBS), THE ROCKY MOUNTAIN REGION IS ONE OF THE MOST VIBRANT AND FASTEST-GROWING REGIONS IN THE ORGANIZATION—EXPERIENCING AN INCREDIBLE 120% GROWTH AND LEADING THE WAY WITH 50% OF OUR CLUBS IDENTIFIED AS NEXT GEN. WE ARE A PROUD REGION OF THE NBS, A 501(C)(3) NONPROFIT COMMITTED TO A POWERFUL MISSION:

"TO IDENTIFY, DEVELOP, AND SUPPORT ATHLETES OF COLOR WHO WILL WIN INTERNATIONAL AND OLYMPIC WINTER SPORTS COMPETITIONS REPRESENTING THE UNITED STATES, AND TO INCREASE PARTICIPATION IN WINTER SPORTS."

ROOTED IN TRADITION AND INSPIRED BY LEGACY, THE HOMECOMING EXPERIENCE IS A VIBRANT CELEBRATION OF CONNECTION, COMMUNITY, AND BLACK CULTURE. HISTORICALLY, HOMECOMING HAS BEEN A TIME TO REUNITE WITH FRIENDS, EMBRACE SHARED MEMORIES, AND HONOR THE PAST—AND THIS YEAR, WE BRING THAT SPIRIT TO THE MOUNTAINS OF TELLURIDE, COLORADO, FOR A ONE-OF-A-KIND GATHERING.

FROM DECEMBER 10–14, 2025, WE'RE SETTING THE TONE FOR AN UNFORGETTABLE 2026 NBS SUMMIT WITH A HIGH-ENERGY FAMILY REUNION WEEKEND—WHERE CULTURE, CONNECTION, AND ELEVATION COLLIDE. WHETHER YOU'RE A SUMMIT VETERAN OR JOINING FOR THE FIRST TIME, THIS EXPERIENCE IS DESIGNED TO DEEPEN OUR BOND WITH EACH OTHER AND WITH THE MISSION AND VALUES OF THE NATIONAL BROTHERHOOD OF SNOWSPORTS.

SIGNATURE EVENTS INCLUDE:

- "WELCOME HOME" – A HIGH-ENERGY KICKOFF PARTY THAT SETS THE TONE FOR AN UNFORGETTABLE WEEK.
- "HOMECOMING FESTIVITIES" – A FESTIVE LINE OF EVENTS BY THE REGIONAL CLUBS HONORING GROWTH, HISTORY, AND HERITAGE.
- "CULTURE NIGHT" – A VIBRANT AND HIGH EVENING OF LIVE MUSIC AND GOOD VIBES.
- "THE TAILGATE" – A LIVELY CELEBRATION REPPING CLUBS, REGIONS, HBCUS, AND D9 GREEK LIFE—OUR VERSION OF THE ULTIMATE BLOCK PARTY.
- "THE CORONATION" – A FORMAL CEREMONY RECOGNIZING THE RACERS, SPONSORS, AND CHANGEMAKERS WHO HAVE SHAPED OUR STORY.

THIS IS A COMING HOME. A TIME TO HONOR WHERE WE'VE BEEN, CELEBRATE WHERE WE ARE, AND ENVISION WHERE WE'RE GOING—TOGETHER, FROM TELLURIDE'S 8,750-FOOT BASE, WHERE ELEVATION MEETS INSPIRATION.



TEAM NBS

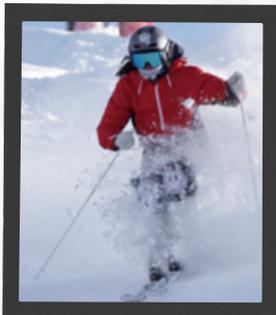
UNDER THE ADMINISTRATION OF GUS PANNEL (1977-1982), THE OLYMPIC SCHOLARSHIP FUND WAS CREATED AND TEAM NBS WAS FORMED. TEAM NBS HAS PROVIDED SCHOLARSHIPS AND FUNDING FOR MORE THAN 45 ATHLETES SINCE IT'S INCEPTION. A PRODUCT OF THE FOLLOWING:

- FOUR (4) OLYMPIANS
- TWO (2) IN THE PARALYMPICS,
- BONNIE ST. JOHN AND RALPH GREEN
- TWO (2) IN THE OLYMPICS, SEBA JOHNSON AND ERROL KERR, BOTH REPRESENTING CARIBBEAN NATIONS.

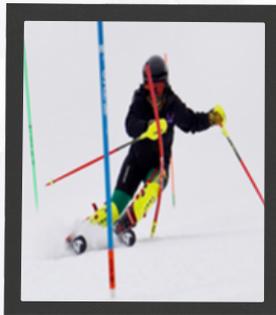
WE CONTINUE OUR COMMITMENT AND MAINTAIN OUR FOCUS ON TEAM NBS REPRESENTING THE UNITED STATES IN THE OLYMPICS. OUR TEAM "NBS" TRAINS ALL OVER THE COUNTRY. WE PRESENTLY HAVE THIRTY-FOUR (34) ATHLETES REPRESENTING ALL FOUR REGIONS IN THE NATIONAL BROTHERHOOD OF SNOWSPORTS.

**SUPPORTING
NBS
MISSION**

RMR ATHELETES



AVA KEENAN
U15



FANTAYE GILBERTSON
U21



JAYNA DAVIS
U18



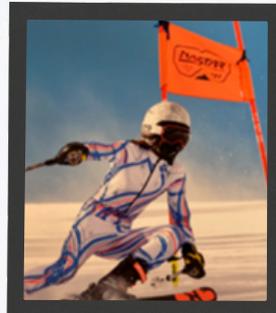
GIADA BRIENZA
OPEN



PENELOPE BRIENZA
U12



ZAHRA-KADI KEGODE
U14



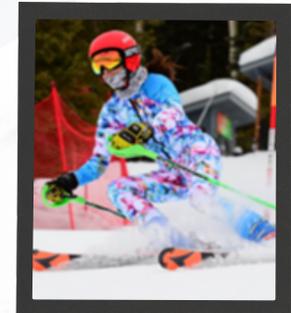
JULIEN LORIAUX
U16



AMBER DAVIS
OPEN



WILL CHAUSSIGNAND
U14

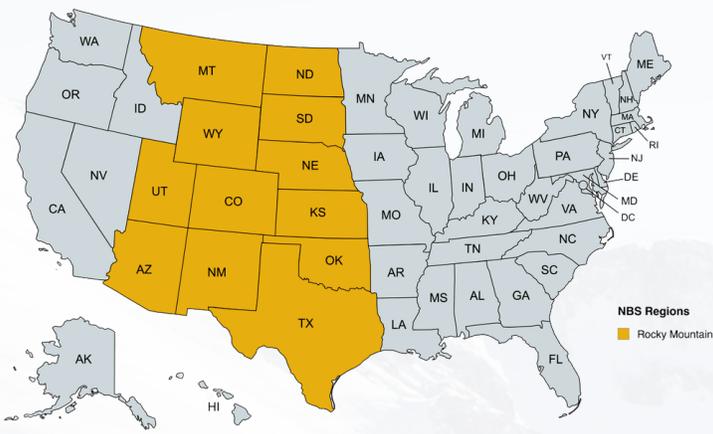


LEILA LORIAUX
U14

THE RMR YOUTH COMPETITION PROGRAM

THE ROCKY MOUNTAIN REGION YOUTH COMPETITION PROGRAM, SUPPORTED BY THE NATIONAL BROTHERHOOD OF SNOWSPORTS (NBS), IS DEDICATED TO INCREASING BIPOC YOUTH PARTICIPATION IN COMPETITIVE WINTER SPORTS LIKE ALPINE SKIING, SNOWBOARDING, AND NORDIC SKIING. THROUGH TRAINING CAMPS, MENTORSHIP, COMMUNITY EVENTS, AND ELITE COMPETITION OPPORTUNITIES—INCLUDING NATIONAL AND INTERNATIONAL TRAVEL—THE PROGRAM AIMS TO NURTURE ATHLETIC TALENT AND EXPAND ACCESS TO HIGH-LEVEL DEVELOPMENT. OFF-SEASON CONDITIONING AND LEADERSHIP INITIATIVES FURTHER SUPPORT LONG-TERM GROWTH, PREPARING ATHLETES TO PROGRESS FROM LOCAL COMPETITION TO NATIONAL RECOGNITION. SPONSORSHIP WILL HELP BRIDGE EQUITY GAPS, SUBSIDIZE TRAVEL AND TRAINING COSTS, AND ENSURE THAT UNDERREPRESENTED YOUTH HAVE THE TOOLS AND SUPPORT TO THRIVE IN WINTER SPORTS.





ROCKY MOUNTAIN REGION



ALAMO JOE SKI CLUB
SAN ANTONIO, TX

BIPOC MOUNTAIN COLLECTIVE
DENVER, CO



BLACK MILLENNIAL SKI CLUB
AUSTIN, TX

HOUSTON SKI JAMMERS
HOUSTON, TX



NUBIAN SKI CLUB
LONDON, ENGLAND

OURSUNDAYS SKI AND BOARD CLUB
SALT LAKE CITY, UT



ROARING FORK SHOW UP
ASPEN, CO

SKI AMBASSADORS OF COLORADO SPRINGS
COLORADO SPRINGS, CO



SKI NOIR 5280
DENVER, CO



SLIPPERS-N-SLIDERS SKI CLUB
DENVER, CO

TEXAS SKI RANGERS
DALLAS, TX



MISSION

TO IDENTIFY, DEVELOP AND SUPPORT ATHLETES OF COLOR WHO WILL WIN INTERNATIONAL AND OLYMPIC WINTER SPORTS COMPETITIONS REPRESENTING THE UNITED STATES AND TO INCREASE PARTICIPATION IN WINTER SPORTS

FACT SHEET

ORIGIN

- *FOUNDED FEBRUARY 1973 IN ASPEN, CO*
- *CHARTERED IN 1974*
- *INCORPORATED IN 1975*

CLUBS & LOCATIONS

- *62 CLUBS*
- *56+ CITIES*
- *1 LONDON, ENGLAND*

REGIONS

- *EASTERN: 21 CLUBS*
- *MIDWEST: 16 CLUBS*
- *ROCKY MOUNTAIN: 11 CLUBS*
- *WESTERN: 14 CLUBS*

AGE RANGE

- *21 - 82 YEARS OLD*
(EXCLUDING YOUTH PARTICIPANTS)

MEMBERSHIP

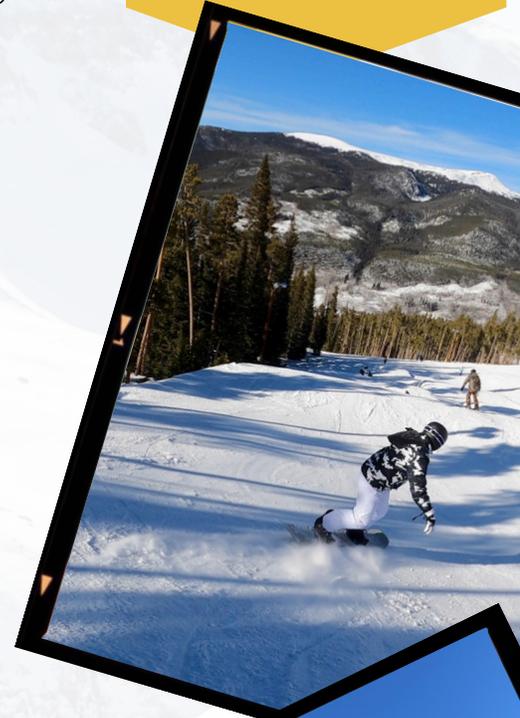
- *5000+ WINTER SPORTS ENTHUSIASTS*

TAX STATUS

- *NON-PROFIT IRS DESIGNATED 501C3*

WEBSITES

- *WWW.NBSRMR.ORG*
- *WWW.NBS.ORG*



THE NATIONAL BROTHERHOOD OF SNOWSPORTS (NBS) CONDUCTED AN INFORMAL MEMBER SURVEY. THE DATA WAS COLLECTED TO BOTH STRENGTHEN THE ORGANIZATION AND SHARE WITH PROSPECTIVE PARTNERS.

MEMBERSHIP SNAPSHOT

ABOVE AVERAGE INCOME

72% OF MEMBERS EARN MORE THAN \$65,000 A YEAR

HIGH DEGREE OF EDUCATION

OVER 90% OF NBS MEMBERS HAVE EARNED AT LEAST A BACHELORS' DEGREE

CONNECTED IN THE COMMUNITY

81% OF NBS MEMBERS DESCRIBE THEMSELVES AS TECH-SAVVY AND PREFER ONLINE COMMUNICATIONS

ROCKY MOUNTAIN REGION

WINTER SPORTS DIVERSITY

OVER 50% OF NBS MEMBERS ARE SNOWBOARDING ALONGSIDE SKIING

FOCUS ON NEXTGEN

120% GROWTH AND LEADING THE WAY WITH 50% OF OUR CLUBS IDENTIFIED AS NEXT GEN, MOST VIBRANT AND FASTEST-GROWING REGION IN NBS

UNIQUE CLUBS

CLUBS REPRESENTED IN BOTH THE U.S. STATES AND UNITED KINGDOM



HAPPY HOUR / APRES SKI

**SPONSORSHIP
OPPORTUNITIES**

EVENING EVENTS

TAILGATE

SWAG BAG

PUB CRAWL

GAME NIGHT

SCAVENGER HUNT

**OLYMPIC SCHOLARSHIP
FUND**

**ROCKY MOUNTAIN
REGION**



SPONSORS WILL BE FEATURED IN EVENT PROMOTIONS ACROSS OUR WEBSITE AND SOCIAL MEDIA, REACHING THOUSANDS OF POTENTIAL ATTENDEES AND MORE. BELOW IS AN OVERVIEW OF ON- AND OFF-MOUNTAIN SPONSORSHIP OPPORTUNITIES. NBS RMR ALSO WELCOMES CUSTOM PROPOSALS, INCLUDING EXPERIENTIAL ACTIVATIONS.

SPONSORSHIP OPPORTUNITIES

ACTIVITY

DESCRIPTION

PUB CRAWL - FOR THE CULTURE

\$2,000

KICK OFF THE WEEKEND WITH A LIVELY PUB CRAWL CELEBRATING COMMUNITY AND CULTURE. THIS CASUAL, HIGH-ENERGY EVENT INVITES GUESTS TO EXPLORE LOCAL BARS IN STYLE—PERFECT FOR BRANDS LOOKING TO ENGAGE WITH ATTENDEES IN A SOCIAL, SPIRITED SETTING.

APRES SKI / HAPPY HOUR

\$2,000 EACH HH

UNWIND SLOPESIDE WITH CURATED COCKTAILS AND COZY VIBES. THESE 3 HAPPY HOURS ARE THE ULTIMATE APRÈS SKI EXPERIENCE, OFFERING SPONSORS AN OPPORTUNITY TO CONNECT WITH GUESTS DURING A RELAXED, STYLISH GATHERING.

HOMECOMING TAILGATE

\$2,000

THE HEART OF MOUNTAIN CELEBRATION—OUR SIGNATURE TAILGATE BRINGS TOGETHER FOOD, FUN, AND FELLOWSHIP. SET AGAINST A SCENIC WINTER BACKDROP, THIS EVENT IS IDEAL FOR SPONSORS SEEKING VISIBILITY THROUGH INTERACTIVE BOOTHS, BRANDED GAMES, OR GIVEAWAYS.

BACK OUTSIDE: WINNER'S CLUB EDITION EVENT

\$5,000

KICK OFF THE WEEKEND WITH A THROWBACK ADULT GAME NIGHT THAT BRINGS OUT EVERYONE'S COMPETITIVE SPIRIT! GUESTS WILL ENJOY GAMES, PRIZES, DRINKS, AND THE PERFECT MIX OF THROWBACK MUSIC FOR A LIVELY NIGHT OF LAUGHTER AND CONNECTION.

HOME TEAM TAKEOVER EVENT

\$5,000

REP YOUR CITY AND SHOW YOUR HOMETOWN PRIDE! THIS NIGHT CELEBRATES CULTURE, MUSIC, AND COMMUNITY — FEATURING HITS FROM COAST TO COAST AND DRINKS FLOWING AT THE BAR. IT'S A TRUE HOMECOMING VIBE, WHERE EVERYONE COMES TOGETHER FOR GOOD ENERGY AND GREAT MUSIC.

OPERATION: HOMECOMING FINALE EVENT

\$5,000

CLOSE OUT THE WEEKEND IN STYLE WITH OUR CAMO-THEMED FINALE PARTY. GUESTS WILL SHOW OFF THEIR BEST CAMO LOOKS WHILE ENJOYING MUSIC, DRINKS, AND DANCING. EXPECT BOLD OUTFITS, FUN COMPETITION, AND A HIGH-ENERGY SENDOFF THAT EMBODIES THE SPIRIT OF HOMECOMING



SPONSORSHIP LEVELS



| Sponsorship Levels | Royal Court \$10,000+ | Greek Row \$5,000+ | Alumni Status \$2,500+ | Yard Runner \$1,000+ | Tailgate \$250-\$500 |
|------------------------------|--------------------------|-----------------------|---------------------------|-------------------------|-------------------------|
| Event Registrations | 5 | 3 | 2 | 1 | |
| Swag Bag Inclusion | X | X | X | X | X |
| Lift Tickets – 3 Days | X | X | | | |
| Branded Apparel Feature | X | | | | |
| (Speaking) Event Opportunity | X | | | | |
| Logo on Signage | X | X | X | X | |
| Social Media Highlights | X | X | Collaboration Post | Shoutout Post | Shoutout Post |
| Website Listing | X | X | X | X | X |
| Event Booth/Table | X | X | | | |
| Post Event Media Feature | X | | | | |

Note: House Party Helper (In-Kind Donations) are welcomed for donations of goods or services (e.g., venue space, printing, swag, drinks, photography):

- Swag Bags Inclusion
- Social Media Shoutout Post



ROYAL COURT - \$10,000+

- 5 EVENT REGISTRATIONS (EVENTS & HAPPY HOURS)
- SWAG BAG INCLUSION
- 3-DAY LIFT TICKETS
- BRANDED APPAREL FEATURE
- SPEAKING OPPORTUNITY AT AN EVENT
- LOGO ON EVENT SIGNAGE
- 8 SOCIAL MEDIA HIGHLIGHTS & COLLABORATION POST
- WEBSITE LISTING
- EVENT BOOTH/TABLE
- POST-EVENT MEDIA FEATURE

**SPONSORSHIP
LEVELS**

GREEK ROW- \$5,000+

- 3 EVENT REGISTRATIONS
- SWAG BAG INCLUSION
- 3-DAY LIFT TICKETS
- LOGO ON EVENT SIGNAGE
- 6 SOCIAL MEDIA HIGHLIGHTS & COLLABORATION POST
- WEBSITE LISTING
- EVENT BOOTH/TABLE

ALUMNI STATUS- \$2,500+

- 2 EVENT REGISTRATIONS
- SWAG BAG INCLUSION
- LOGO ON EVENT SIGNAGE
- 4 SOCIAL MEDIA COLLABORATION POST
- WEBSITE LISTING
- EVENT BOOTH/TABLE



YARD RUNNER - \$1,000+

- *1 EVENT REGISTRATION*
- *SWAG BAG INCLUSION*
- *LOGO ON EVENT SIGNAGE*
- *2 SOCIAL MEDIA SHOUTOUT POST*
- *WEBSITE LISTING*

**SPONSORSHIP
LEVELS**

TAILGATE - \$250 - \$500

- *SWAG BAG INCLUSION*
- *1 SOCIAL MEDIA SHOUTOUT POST*
- *WEBSITE LISTING*

HOUSE PARTY HELPER - IN KIND

- *SWAG BAGS INCLUSION*
- *1 SOCIAL MEDIA SHOUTOUT POST*



IN CHOOSING TO SUPPORT THE NATIONAL BROTHERHOOD OF SNOWSPORTS: ROCKY MOUNTAIN REGION, YOUR COMPANY WILL JOIN A DISTINGUISHED GROUP OF WELL RECOGNIZED AND RESPECTED PARTNERS AND SPONSORS.

NOTE: THESE ARE RMR SPONSORS

SPONSORSHIP GALLERY



EMAIL

DEMEATRA.REED@NBS.ORG
RMR HOMECOMING EXPERIENCE
SPONSOR CHAIR

CONTACT INFO

SOCIAL MEDIA



@RMR_HOMECOMING_EXP



@NATIONAL BROTHERHOOD OF SNOWSPORTS
([LINK](#))



@NATIONAL BROTHERHOOD OF SNOWSPORTS
([LINK](#))



@NBS_SNOWSPORTS

HASHTAGS: #NBS
#RMRHOMECOMINGEXPERIENCE
#TELLURIDETAKEOVER #RMRGOESUP
#BLACKSKIER #BLACKSNOWBOARDER
#SKITHELEGACY

WEBSITE

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