





THE HOMECOMING EXPERIENCE

NBS ROCKY MOUNTAIN REGION

# SPONSORSHIP PACKAGE KIT

## ROCKY MOUNTAIN REGION
## JANUARY 6-10, 2027
## SALT LAKE CITY, UT
## PARK CITY (EPIC)
## IKON MOUNTAINS

NATIONAL BROTHERHOOD OF SNOWSPORTS®



# 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 JANUARY 6-10, 2027, WE'RE SETTING THE TONE FOR AN UNFORGETTABLE 2027 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 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 & HOSTED BY OUR LOCAL CLUB OURSUNDAYS SKI & BOARD CLUB

"THE CORONATION" – THE FINALE EVENT RECOGNIZING THE PATRONS, 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.

# TEAM NBS

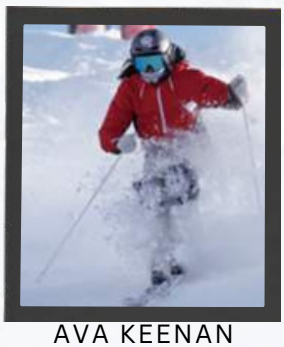
UNDER THE ADMINISTRATION OF GUS PANNEL (1977-1982), THE OLYMPIC SCHOLARSHIP FUND WAS CREATED AND TEAM NBS WAS FORMED. TEAM NBS HAS PROVIDED SCHOLARSHIPS AND FUNDING FOR MORE THAN 45 ATHLETES SINCE IT'S INCEPTION. A PRODUCT OF THE FOLLOWING:

- SIX (6) OLYMPIANS
- TWO (2) IN THE PARALYMPICS, BONNIE ST. JOHN AND RALPH GREEN
- TWO (4) IN THE OLYMPICS, SEBA JOHNSON, ERROLKERR, HENRI RIVERS IV AND
- TALLULAH PROLUX ALL REPRESENTING CARIBBEAN AND PHILLIPINE 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 USA & WORLD. WE PRESENTLY HAVETHIRTY-FOUR (34) ATHLETES REPRESENTING ALL FOUR REGIONS IN THE NATIONAL BROTHERHOODOFSNOWSPORTS.

## SUPPORTING NBS MISSION

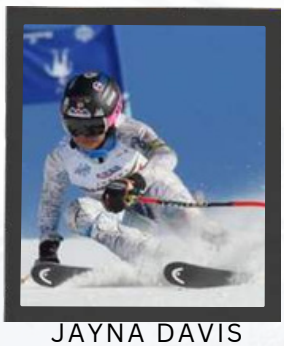
# RMR ATHELETES



AVA KEENAN
U15



FANTAYE GILBERTSON
U21



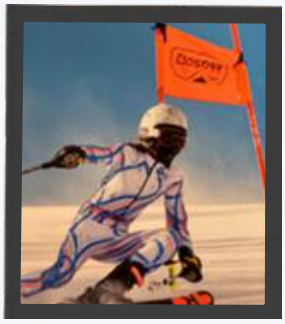
JAYNA DAVIS
U18

GIADA BRIENZA
OPEN

PENELOPE BRIENZA
U12



ZAHRA-KADI KEGODE
U14

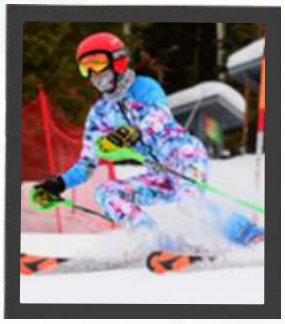


JULIEN LORIAUX
U16

AMBER DAVIS
OPEN




WILL CHAUSSIGNAND
U14



LEILA LORIAUX
U14

# THE RMR YOUTH COMPETITION PROGRAM

THE ROCKY MOUNTAIN REGION YOUTH COMPETITION PROGRAM,SUPPORTED BY THE RMR AS A PIPELINE TO THE NATIONAL BROTHERHOOD OF SNOWSPORTS TEAM NBS AND IS DEDICATED TO INCREASING BIPOC YOUTH PARTICIPATION IN COMPETITIVE WINTER SPORTS LIKE ALPINESKIING, SNOWBOARDING, AND NORDIC SKIING.THROUGH TRAINING CAMPS, MENTORSHIP, COMMUNITY EVENTS, AND ELITE COMPETITION OPPORTUNITIES— INCLUDING LOCAL. REGIONAL AND NATIONAL 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.

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# 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

# FACT SHEET

## 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

## ORIGIN

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



## CLUBS & LOCATIONS

- 58 CLUBS
- 56+ CITIES
- 1 LONDON, ENGLAND

## REGIONS

- EASTERN: 20 CLUBS
- MIDWEST: 15 CLUBS
- ROCKY MOUNTAIN: 11 CLUBS
- WESTERN: 12 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 ORGINIZATION 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 ALONSIDE 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

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**SPONSORSHIP OPPORTUNITIES**

# HAPPY HOUR / APRES SKI

# EVENING EVENTS

# TAILGATE

# SWAG BAG

# THEME PARTIES

# EPIC & IKON






# OLYMPIC SCHOLARSHIP FUND

# ROCKY MOUNTAIN REGION





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# SPONSORSHIP LEVELS

| Sponsorship Levels[1] | Crown Jewel Sponsor $25,000+ | Royal Court $10,000+ | Greek Row $5,000+ | Alumni Status $2,500+ | Yard Runner $1,000+ | Tailgate Sponsor $250-$500 | House Party Helper In-Kind [2] |
|---|---|---|---|---|---|---|---|
| Event Registrations | 5 | 4 | 3 | 2 | 1 | | |
| Swag Bag Inclusion | x | x | x | x | x | x | x |
| Branded Apparel Feature | x | | | | | | |
| Speaking Opportunity at an Event | x | x | | | | | |
| Scheduled Presentation, 1:1 session, customized activity | x | | | | | | |
| Branded event sponsor | 2 | 1 | | | | | |
| Logo on Event Signage | x | x | x | x | x | x | x |
| Social Media Highlights & Collaboration Post | 10 | 8 | 6 | 4 | 2 | 1 Shoutout Post | 1 Shoutout Post |
| Website Listing | +link to site | +link to site | +link to site | x | x | x | x |
| Website Custom Page | x | | | | | | |
| Event Booth/Table | x | x | x | | | | |
| Post Event Media | x | x | x | | | | |
| Post Event Meeting with RMR Board & Clubs | x | | | | | | |
| 1st right of refusal for 2028 sponsorship | x | | | | | | |

[1] *Custom Sponsorship packages available upon request. Contact rmrvp@nbs.org*

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

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**SPONSORSHIP OPPORTUNITIES**

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**SPONSORSHIP OPPORTUNITIES**

# SPONSORSHIP LEVELS

## CROWN JEWEL - $25,000+

- 5 EVENT REGISTRATIONS
- SWAG BAG INCLUSION
- BRANDED APPAREL FEATURE
- SPEAKING OPPORTUNITY AT AN EVENT
- SCHEDULED PRESENTATION, 1:1 SESSION
- 2 BRANDED EVENT SPONSOR
- LOGO ON EVENT SIGNAGE
- 10 SOCIAL MEDIA HIGHLIGHTS & COLLABORATION
- WEBSITE LISTING +LINK TO SITE
- WEBSITE CUSTOM PAGE
- EVENT BOOTH/TABLE
- POST-EVENT MEDIA FEATURE
- POST EVENT MEETING WITH RMR BOARD & CLUBS
- 1ST RIGHT OF REFUSAL FOR 2028 SPONSORSHIP



## ROYAL COURT - $10,000+

- 4 EVENT REGISTRATIONS
- SWAG BAG INCLUSION
- SPEAKING OPPORTUNITY AT AN EVENT
- 1 BRANDED EVENT SPONSOR
- LOGO ON EVENT SIGNAGE
- 8 SOCIAL MEDIA HIGHLIGHTS & COLLABORATION
- WEBSITE LISTING +LINK TO SITE
- EVENT BOOTH/TABLE
- POST EVENT MEDIA



# SPONSORSHIP LEVELS

## GREEK ROW - $5,000+

- 3 EVENT REGISTRATION
- SWAG BAGINCLUSION
- LOGO ON EVENT SIGNAGE
- 6 SOCIAL MEDIA SHOUTOUT POST
- WEBSITE LISTING +LINK TO SITE
- EVENT BOOTH/TABLE
- POST EVENT MEDIA

## ALUMNI STATUS - $2,500+

- 2 EVENT REGISTRATIONS
- SWAG BAG INCLUSION
- 4 SOCIAL MEDIASHOUTOUTPOST
- WEBSITE LISTING







**SPONSORSHIP LEVELS**

# YARD RUNNER - $1,000+

- 1 EVENT REGISTRATION
- SWAG BAGINCLUSION
- LOGO ON EVENT SIGNAGE
- 2 SOCIAL MEDIA SHOUTOUT POST
- WEBSITE LISTING

# TAILGATE - $250 - $500

- SWAG BAG INCLUSION
- LOGO ON EVENT SIGNAGE
- 1 SOCIAL MEDIASHOUTOUTPOST
  WEBSITE LISTING

# HOUSE PARTY HELPER - IN KIND

- SWAG BAGS INCLUSION
- 1 SOCIAL MEDIA SHOUTOUT POST
  WEBSITE LISTING



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.

# SPONSORSHIP




THE HOMECOMING EXPERIENCE
NBS ROCKY MOUNTAIN REGION

g 2025 Telluride, CO

# CONTACT INFO

## EMAIL

RMRVP@NBS.ORG
RMR HOMECOMING EXPERIENCE
SPONSOR CHAIR

## SOCIAL MEDIA

@RMR_HOMECOMING_EXP
@NBS_SNOW
@NATIONAL BROTHERHOOD OF SNOWSPORTS (LINK)
@NATIONAL BROTHERHOOD OF SNOWSPORTS (LINK)
@NBS_SNOWSPORTS

HASHTAGS:
#NBS #RMRHOMECOMINGEXPERIENCE
#SKIUTAH #HOMECOMING
#BLACKSKIER #BLACKSNOWBOARDER
#SOMETHING4EVERYONE

## WEBSITE

ROCKY MOUNTAIN REGION PAGE
NBS PAGE

