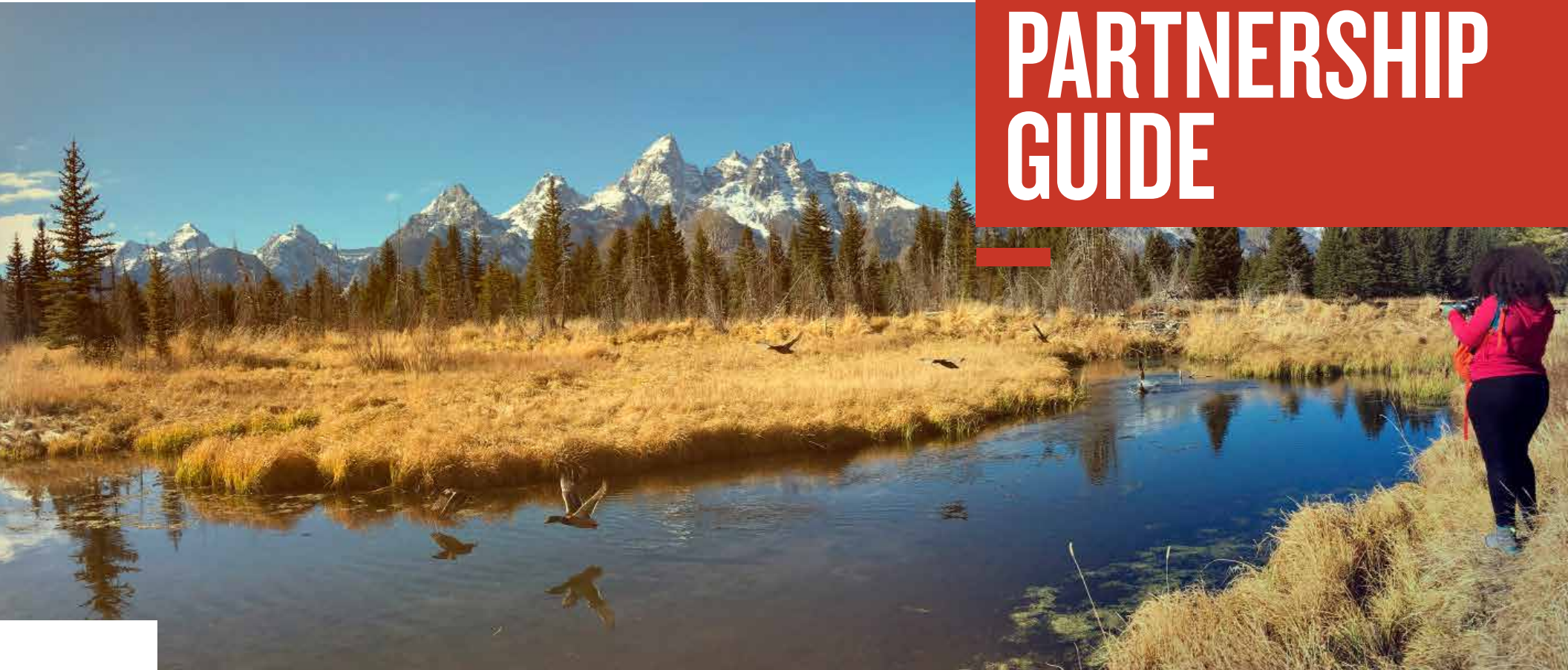




The Center for Jackson Hole

2018 PARTNERSHIP GUIDE





THE CENTER FOR JACKSON HOLE

is a 501c3 nonprofit organization based in Jackson, Wyoming. Our mission is to help advance the collective agenda of our stakeholder coalition--an alliance of outdoor rec, conservation, land management, youth engagement and cultural relevancy advocates--by aligning and amplifying complementary efforts that protect our public lands.

This mission is achieved via two symbiotic programs: **SHIFT** (**S**haping **H**ow we **I**nvest For **T**omorrow), an annual festival, held each autumn in Jackson Hole, that explores issues at the intersection of conservation, outdoor recreation and cultural relevancy; and **The Emerging Leaders Program**, which trains a culturally diverse cohort of young men and women to lead the conservation conversation.

The Center for Jackson Hole's programs represent a singular opportunity to reach outdoor enthusiasts, public land managers, conservationists and cultural relevancy leaders who believe, as we do, that our efforts will not succeed until they represent the priorities of all Americans. Supporting **SHIFT** or **ELP** is more than a simple exercise in marketing, brand-building and brand awareness. It is your investment in the future of the outdoor recreation/conservation partnership.

In the pages to come, you will find information on the benefits of a partnership. We look forward to working with you on a partnership package that advances our shared objectives.

Kind Regards,

Christian Beckwith

Director

E: cb@shiftjh.org

P: 307.690.1561

Founding Sponsor



SHIFT & THE EMERGING LEADERS PROGRAM



THE 2018 SHIFT FESTIVAL

will take place October 16-18 in Jackson Hole, Wyoming and will focus on the health benefits of time outside. Entitled **"Outside Rx: Public Lands, Public Health,"** the event will explore **how outdoor recreation on our public lands creates a healthier citizenry, promotes stewardship and advances quality of life in communities across America.**

Join more than 500+ outdoor enthusiasts, health care

professionals, public land planners and policy makers, conservation and youth engagement leaders as we leverage outdoor recreation for conservation gains.

SHIFT

WHERE CONSERVATION MEETS ADVENTURE

SHIFTJH.ORG



“The Emerging Leaders Program is the best example of leadership development I’ve seen.”

Daniel Lucio,
Our Wild America



prepares the next generation of leaders to help guide the outdoor recreation/conservation partnership. The annual program, developed in conjunction with The Teton Science Schools, takes place immediately preceding the SHIFT Festival. Exceptional young men and women from around

America are trained to help lead the proceedings of the Festival. Those same young men and women are also prepared to export the proceedings to their communities, where they can further develop the coalition of stakeholders dedicated to the protection of America’s public lands. For more information, [click here.](#)

Recognizing the most innovative, impactful and replicable conservation / recreation initiatives in North America



- ★ **BUSINESS LEADERSHIP AWARD**
- ★ **NON-PROFIT LEADERSHIP AWARD**
- ★ **PUBLIC LAND MANAGEMENT INNOVATION AWARD**
- ★ **YOUTH ENGAGEMENT AWARD**
- ★ **ADVENTURE ATHLETE AWARD**
- ★ **TECHNOLOGY AWARD**

We build each SHIFT around two main elements: The SHIFT Awards, which recognize the most impactful, innovative and replicable work in the space; and The Emerging Leaders Program, which trains early career leaders to help lead the proceedings at SHIFT

The SHIFT Awards and The Emerging Leaders Program help us to facilitate networking and showcase best practices with the current and future leaders of the outdoor recreation/conservation partnership. In doing so, we advance a collective impact model critical to the future of America’s public lands.

In 2017, SHIFT featured more than two dozen events and generated an estimated 1,400 engagements overall. It attracted some **750 thoughtleaders from 32 states**, including 6.4% of participants from Washington, DC, as well as participants from the following key sectors of SHIFT's stakeholder constituency:

- **Outdoor recreation** (hunting, angling, and human-powered) user groups, non-profits, media and businesses
- **Cultural relevancy proponents** (such as representatives from organizations Utah Dine Biqueyah, Girltrek and Hispanic Access Foundation)
- **Conservation advocates** (i.e., representatives from organizations such as The Nature Conservancy, The Wilderness Society and The Trust for Public Lands)
- **Public land managers** from all major federal agencies
- **Civic leaders** (mayors and other elected officials, as well as employees of municipal organizations such as Park and Recreation departments).

WHO DO WE ENGAGE?



THE OUTDOOR INDUSTRY

The American outdoor economy represents a \$88.7B/year industry. As this "sleeping dragon" of the American economic engine awakens, industry leaders gather at SHIFT to discuss ways to reinvigorate the protection of our natural resources while simultaneously developing the customer bases of tomorrow.

NGO VISIONARIES

Grassroots organizations that leverage outdoor recreation for conservation gains can be remarkably effective in their own backyards and yet lack the sophistication to attract national funding. With the annual SHIFT Awards, we vet them on the basis of their impact, innovation and replicability, and bring the best of them together to create networks, share best practices and connect the theoretical with practical, on-the-ground solutions.

PUBLIC LAND MANAGERS AND POLICY MAKERS

City, county, state and federal resource planners, managers, researchers, and administrators convene to address common issues that affect access to and use of our natural resources.

HEALTH CARE PROFESSIONALS

Thought-leaders, early adopters, champions and influencers from the health care community have been advocating for the prescription of time outside in nature for more than a decade. At SHIFT, they gather to discuss ways to make Outdoor Rx the next big medical revelation.

OUTDOOR RECREATIONISTS

Avid users of our public lands and waters offer unrealized potential for the future of conservation. Representatives from the various user groups explore how to balance our love for an activity with the greater need to preserve the place in which it occurs.

CULTURAL RELEVANCY LEADERS

The future of our public lands depends on a robust constituency of stewards committed to their preservation. Leaders from local, regional and national youth engagement groups discuss how to successfully engage and cultivate future conservationists born from the outdoor rec experience.

CONSERVATION ADVOCATES

Traditional conservation organizations built the historical foundation of the environmental movement, but aging memberships and homogeneous demographics threaten their efficacy. By connecting their institutional knowledge and resources with the energy and perspectives of tomorrow's leaders, we enhance the effectiveness of both.

JON JARVIS
Director,
National Park
Service
(2008-2016)

“SHIFT was the youngest and most diverse conservation conference that I’ve attended in my career.”

TIM PETERSON
Executive Director,
Grand Canyon
Trust

“SHIFT was the most inspiring conference I’ve ever attended.”



WHAT ARE THE OUTCOMES?

Over the past three years, SHIFT has catalyzed numerous collaborations, partnerships and initiatives that otherwise would never have occurred. Results from the 2017 SHIFT Festival alone include:

- The second annual **State Offices of Outdoor Recreation Workshop** continued to advance the proliferation of state offices. Participants from last year's workshop credited it with taking "a year and a half" off the process of launching the North Carolina office
- The first annual **Business Alliance Workshop** developed **a national template for the creation of outdoor business alliances.**
- **The Gotta See It Project**, which convened social media influencers with nearly 350,000 followers to help disrupt the prevailing narrative of who's outside, catalyzed the **Diversify Outdoors coalition** and **website**
- **SHIFT for the Planet** created a bridge between funders and non-profits at the cutting edge of outdoor rec and conservation, and allowed funders to discuss ways to align and amplify their work
- To date, **The SHIFT Awards** have evaluated more than 1,000 individuals, initiatives and organizations that are leveraging outdoor rec for conservation gains. 2017's **SHIFT Awards Official Selections** provided

a showcase for the most innovative, impactful and replicable work in the country.

- The playbook **We Stand for Public Lands**, distributed to all participants, created a playbook for public lands advocates and represented a unique partnership between the consumptive and human-powered outdoor recreation communities
- The 2017 SHIFT Festival became **the first STOKe Certified sustainable event in the country**

“The way SHIFT attracts leaders in the conservation and outdoor business space is like nothing I have seen at any other event.”

JARED FRASIER,
Executive Director,
2% for Conservation

EMERGING LEADERS PROGRAM

PARTNERSHIPS



**SPONSOR A
LEADER. SUPPORT
THE PROGRAM.
REINVIGORATE
AMERICA'S EFFORTS
TO PROTECT OUR
PUBLIC LANDS.**

The unique value proposition of SHIFT is the convening of diverse stakeholders across the outdoor recreation, land management, conservation and cultural relevancy communities to address challenges affecting our natural world. With The Emerging Leaders Program, SHIFT successfully brings young, diverse voices to the table to inform conversations regarding our public lands.

This work needs your help.

Interested in supporting The Emerging Leaders Program?

[Click here for partnership information.](#)



At each Emerging Leaders Program, participants are given:

FAMILIARIZATION

with subject matter to be explored at the SHIFT Festival

INSTRUCTION

on how to help lead the conversations at SHIFT

TOOLS AND SKILLS

to engage in discussions critical to protecting public lands

EXPORT MODELS

that allow them to share the results with their communities

“ELP is the blueprint for the future of American conservation and recreation.”

POST-ELP survey response from 2017 Emerging Leader (anonymous)

Our goal is to continue exporting the unique value of SHIFT to communities around the country. With the training provided within ELP and the experience gained by actively presenting and facilitating at SHIFT, ELP alumni return to their communities with the ability to develop stakeholder coalitions in defence of our public lands.

If you are interested in supporting ELP by sponsoring an Emerging Leader, underwriting a local event or supporting the national program, please contact us directly. We're happy to customize opportunities with our partners.

“Christian Beckwith - Building a Conservation Coalition”

Mountain and Prairie, Feb 14, 2017

“A Call to Activism for Outdoor Apparel Makers”

The New York Times, July 27, 2017

“Powderhook named 2017 SHIFT Awards Official Selection”

The Outdoor Wire, August 1, 2017

“Caroline Gleich’s Tips on Supporting The Causes that Matter Most”

REI Co-Op, August 5, 2017

“Third Annual SHIFT Festival Makes Business Case for Public Lands”

Outdoor Industry Association, Aug. 20, 2017

“Jackson Hole’s Shift Festival Will Promote Public Lands”

SGB Media, Aug 23, 2017

“Changes to National Monuments Could Negatively Impact Local Economies”

Outdoor Industry Association, Sept. 11, 2017

“Natives Outdoors’ Founder Len Necefer Brings Much-Needed Cultural Diversity to the Outdoor Community”

Take Me Outdoors, September 18, 2017

“Support the Emerging Leaders Program”

Hipcamp Journal, September 20, 2017

“National Monument Changes Could Adversely Affect Local Economies”

Outdoor Industry Association, Sept 21, 2017

“SHIFT for the Planet Debuts to Connect Innovative Non-Profits and B-Corps”

Take Me Outdoors, Oct 4, 2017

“These 20-Somethings are Out to Save Conservation’s Soul”

Outside Magazine, October 13, 2017

“Sierra Club Military Outdoors Leader Honored as 2017 Emerging Leader”

Sierra Club, October 31, 2017

“SHIFT Founder Christian Beckwith Explains the Festivals History and Importance for Our Futures”

Take Me Outdoors, October 31, 2017

“SHIFT Links Businesses With Public Lands”

Jackson Hole News and Guide, Nov. 1, 2017

“Native Leaders Defend Bears Ears National Monument”

Quad Cities NPR, November 3, 2017

“Growing Wyoming’s Outdoor Recreation Economy”

Wyoming Public Media, November 3, 2017

“Wyoming Expected to Create Office of Outdoor Recreation”

Casper Star-Tribune, November 3, 2017

“SHIFT: The Joyful Transfer of Power”

Joy Trip Project, November 4, 2017

“On Winning a SHIFT Award”

Powderhook, November 4, 2017

“Tackling SHIFT”

Powderhook, November 4, 2017

“State Looks for Ways to Expand Outdoor Recreation Industry”

Jackson Hole News and Guide, November 6, 2017

“SHIFT 2017 focused on making a case for public lands”

Buckrail, November 9, 2017

“Members of Haub School Visit Jackson”

Branding Iron (University of Wyoming Student Newspaper, November 10, 2017

“SHIFTing Our Perspective”

Teton Science, November 10, 2017

“Wie einst im Wilden Westen (Battle for Land Rights in the US: Once Upon a Time in the Wild West)”

Swiss Public Radio, December 11, 2017

**2017
PRESS**

Post-ELP survey
response from 2017
Emerging Leader
(anonymous)

“There is a kind of gospel to SHIFT, and we need to insure the message is spread far and wide...”

SHIFT SPONSORSHIP LEVELS AND BENEFITS

**EACH SPONSOR
RECEIVES A STANDARD
SPONSORSHIP PACKAGE.
ADDITIONAL BENEFITS
ARE PROPORTIONATE
TO SPONSORSHIP LEVEL.**

**MARK YOUR
CALENDAR &
BUDGET TO
SPONSOR**



SHIFT is a program of the 501c3 nonprofit organization The Center for Jackson Hole. We actively seek to collaborate with partners whose missions, values and work align with our own. For our base-level sponsors, we offer customer-facing opportunities to interact with brand-savvy consumers whose purchasing decisions support their values. At higher levels of sponsorship, we can develop programming around your work and your priorities. Whatever your budget or objective, SHIFT offers numerous ways to showcase your brand with our audiences, all in support of our common goal of protecting the natural resources upon which we all depend.

Standard Sponsorship Package

- ⓧ Logo on SHIFT creative from beginning date of sponsorship through Dec. 31, 2018
 - *Names only for Snow King Sponsors
 - ⓧ Annual Sponsor listing on shiftjh.org with direct link to your website
 - ⓧ One Complimentary All Festival Pass
 - ⓧ Signage opportunities at the Pink Garter Theater
 - ⓧ SHIFT SPONSOR Name Badge
 - ⓧ Product placement available for insertion into ALL Festival Pass Holder's SHIFT Bag
 - ⓧ One SHIFT Social Media Promotion between 6/1/18 through 9/30/18
-

Snow King Sponsorship:

\$1,000 No Limit

- ⓧ Standard sponsorship package
-

Teewinot Sponsorship:

\$3,000 Limit: 10

Standard sponsorship package, plus:

- ⓧ Monthly promotion in SHIFT social media campaign from time of sponsorship through 10/15/18
 - ⓧ Two additional All-Festival Passes
 - ⓧ One SHIFT newsletter promotion between 6/1/18 through 10/15/18
 - ⓧ Livestreaming opportunities of SHIFT program of sponsor's choice
-

South Teton Sponsorship:

\$5,000 Limit: 5

Standard sponsorship package, plus:

- ⓧ Invitation to a private mixer with the 2018 Emerging Leaders
- ⓧ Two additional All-Festival Passes
- ⓧ Two SHIFT Social Media Promotions between 6/1/18 through 10/15/18
- ⓧ Promotion of featured content in one monthly newsletter
- ⓧ Sponsorship of happy-hour program that aligns with your brand mission, program or work (first come, first served)
- ⓧ Pre-presentation time to a captive audience for your sponsored program
- ⓧ Livestreaming opportunities for your program
- ⓧ Gobo-projected logo in Center Theater Lobby during one plenary or evening event

Middle Teton Sponsorship:

\$10,000 Limit: 4

Standard sponsorship package, plus:

- ⓧ Sponsorship of select 2018 SHIFT programming, with pre-presentation time, livestreaming rights, and collateral branding
 - ⓧ Featured content sponsor in one monthly newsletter
 - ⓧ Sponsorship of one satellite program, with opportunity for content development around your mission, program or work
 - ⓧ Pre-presentation rights for your sponsored program
 - ⓧ Livestreaming rights for your sponsored program
 - ⓧ Gobo projected logo in Center Theater during your sponsored program
 - ⓧ Right of first refusal for 2019 Middle Teton sponsorship benefits
 - ⓧ 8 All-Festival Passes
-

Mount Owen Sponsorship:

\$15,000 Limit: 3

Standard sponsorship package, plus:

- ⓧ Mount Owen Sponsorship of all 2018 SHIFT programming, with pre-presentation time, livestreaming rights, and collateral branding
 - ⓧ Two tickets to ELP Mixer pre-SHIFT conference
 - ⓧ Opportunity for content development around your mission, program or work
 - ⓧ Pre-presentation rights for your sponsored program
 - ⓧ Livestreaming rights for your sponsored program
 - ⓧ Gobo projected logo in Center Theater during your sponsored program
 - ⓧ Brand logo on All-Festival Pass-holder tote
 - ⓧ Right of first refusal for 2019 Grand Teton sponsorship benefits
 - ⓧ 10 All-Festival Passes
-

Grand Teton Sponsorship:

\$25,000 Limit: 2

Standard sponsorship package, plus:

- ⓧ Grand Teton Sponsorship of all 2018 SHIFT programming, with pre-presentation time, livestreaming rights, and collateral branding
- ⓧ Four Tickets to ELP Mixer pre-SHIFT conference = Logo on ELP program materials
- ⓧ Featured content sponsor in one monthly newsletter
- ⓧ Sponsorship of one evening program, with opportunity for content development around your mission, program or work
- ⓧ Pre-presentation rights for your sponsored program
- ⓧ Livestreaming rights for your sponsored program
- ⓧ Gobo projected logo in Center Theater during your sponsored program
- ⓧ Brand logo on All-Festival Pass-holder tote
- ⓧ Right of first refusal for 2019 Grand Teton sponsorship benefits
- ⓧ 10 All-Festival Passes

Presenting Sponsor:

\$50,000 Limit: 1

Standard sponsorship package, plus:

- ⌄ Presenting sponsorship of all 2018 SHIFT programming, with rights to pre-presentation time, livestreaming, and collateral branding
 - ⌄ Pre-presentation rights at ELP Mixer
 - ⌄ Five Tickets to ELP Mixer pre-SHIFT conference
 - ⌄ Customized program
 - ⌄ Pre-presentation rights for your sponsored program
 - ⌄ Livestreaming rights for your sponsored program, and any other programs of your choice
 - ⌄ SHIFT Summit opening rights
 - ⌄ Brand logo on SHIFT All-Festival Pass lanyard
 - ⌄ Gobo projected logo in Center Theater during all plenary and evening events
 - ⌄ Presenting Sponsor brand logo on All-Festival Pass-holder tote
 - ⌄ Presenting Sponsor on all SHIFT newsletters, Social Media outlets and shiftjh.org homepage
 - ⌄ 2017 SHIFT Awards presentation rights
 - ⌄ 15 All-Festival Passes
 - ⌄ Right of first refusal on 2019 Presenting Sponsorship
-



Founding Sponsor:

\$100,000

We are grateful to our Founding Sponsor,
The Jackson Hole Travel and Tourism Board, for their ongoing support.

