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 main programs: SHIFT (Shaping How we Invest For Tomorrow), 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
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SHIFT & THE EMERGING LEADERS PROGRAM

**THE 2019 SHIFT FESTIVAL**

will take place October 16-18 in Jackson Hole, Wyoming and will focus on the health benefits of time outside. Entitled “SHIFT Rx: The Health Benefits of Outdoor Recreation,” the event will explore how outdoor recreation in the natural world creates a healthier citizenry, promotes stewardship and advances quality of life in communities across America.

Join more than 500+ outdoor enthusiasts, outdoor industry leaders, public land planners and policy makers, conservation and youth engagement leaders as we

SHIFT WHERE CONSERVATION MEETS ADVENTURE

SHIFTJH.ORG
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 career leaders from around America are trained to help lead the proceedings of the Festival. Those same early career leaders 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.

THE EMERGING LEADERS PROGRAM

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
Taken together, **SHIFT** and **The Emerging Leaders Program** advance a collective impact model that is critical to the future of America’s public lands. By engaging young people of color and urban millennials, The Emerging Leaders Program addresses a critical gap in traditional conservation. At SHIFT, Emerging Leaders work alongside veterans in the outdoor rec, conservation and land management communities to advance common interests in the country’s public land heritage. At SHIFT, they get:

- A full slate of discussions, talks, and tracks on the relationship between:
  - OUTDOOR RECREATION - PUBLIC LANDS - PUBLIC HEALTH
- Networking opportunities with outdoor industry, conservation, land management and youth engagement leaders
- A dynamic, active schedule that fosters an open exchange of information and shared experiences
- The 2019 **SHIFT** Awards, which recognize the most innovative, impactful, replicable work in North America

**WHAT PEOPLE ARE SAYING**
I CAN SAFELY SAY MY LIFE WAS CHANGED BY THIS GATHERING OF BRILLIANT MINDS AND PASSIONATE HEARTS.

Alyssa Ravasio, Founder, Hipcamp

“SHIFT SHIFTED OUR COMMUNITY. THIS IS WHAT LEADERSHIP LOOKS LIKE.”

Terry Tempest Williams

“IF YOU ARE IN CONSERVATION/STEWARDSHIP, YOU MUST ATTEND SHIFT.”

From the 2016 SHIFT Post-Event Interviews
“THE BEST CONFERENCE I’VE EVER BEEN TO.”

Lisa Yoder, Sustainability Coordinator, Summit County, UT

“SHIFT WAS THE YOUNGEST AND MOST DIVERSE CONSERVATION CONFERENCE THAT I’VE ATTENDED IN MY CAREER.”

Jon Jarvis Director, National Park Service (2008-2016)

“THE EMERGING LEADERS PROGRAM IS THE BEST EXAMPLE OF LEADERSHIP DEVELOPMENT I’VE SEEN.”

Daniel Lucio, Volunteer Lead, The Sierra Club’s Our Wild America
WHO DO WE ENGAGE?

THE OUTDOOR INDUSTRY
The American outdoor economy represents a $887B/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 COMMUNITY
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.
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.
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.

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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
SHIFT SPONSORSHIP LEVELS AND BENEFITS

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

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, 2019
- *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 6/1/19 through 9/30/19

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**Snow King Sponsorship:** $1,000 No Limit
- Standard sponsorship package

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**Teewinot Sponsorship:** $3,000 Limit: 10
- Standard sponsorship package, plus:
  - Monthly promotion in SHIFT social media campaign from time of sponsorship through 10/15/19
  - Two additional All-Festival Passes
  - One SHIFT newsletter promotion between 6/1/19 through 10/15/19
  - Livestreaming opportunities of SHIFT program of sponsor’s choice

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**South Teton Sponsorship:** $5,000 Limit: 5
- Standard sponsorship package, plus:
  - Invitation to a private mixer with the 2019 Emerging Leaders
  - Two additional All-Festival Passes
  - Two SHIFT Social Media Promotions between 6/1/19 through 10/15/19
  - 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
Grand Teton Sponsorship:  
$15,000 Limit: 2  
Standard sponsorship package, plus:  
- Grand Teton Sponsorship of all 2019 SHIFT programming, with pre-presentation time, livestreaming rights, and collateral branding  
- 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 2020 Grand Teton sponsorship benefits  
- 10 All-Festival Passes

Presenting Sponsor:  
$25,000 Limit: 1  
Standard sponsorship package, plus:  
- Presenting sponsorship of all 2019 SHIFT programming, with rights to pre-presentation time, livestreaming, and collateral branding  
- 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  
- 2019 SHIFT Awards presentation rights  
- 15 All-Festival Passes  
- Right of first refusal on 2020 Presenting Sponsorship

Founding Sponsor:  
$100,000  
We are grateful to our Founding Sponsor,  
The Jackson Hole Travel and Tourism Board, for their ongoing support.