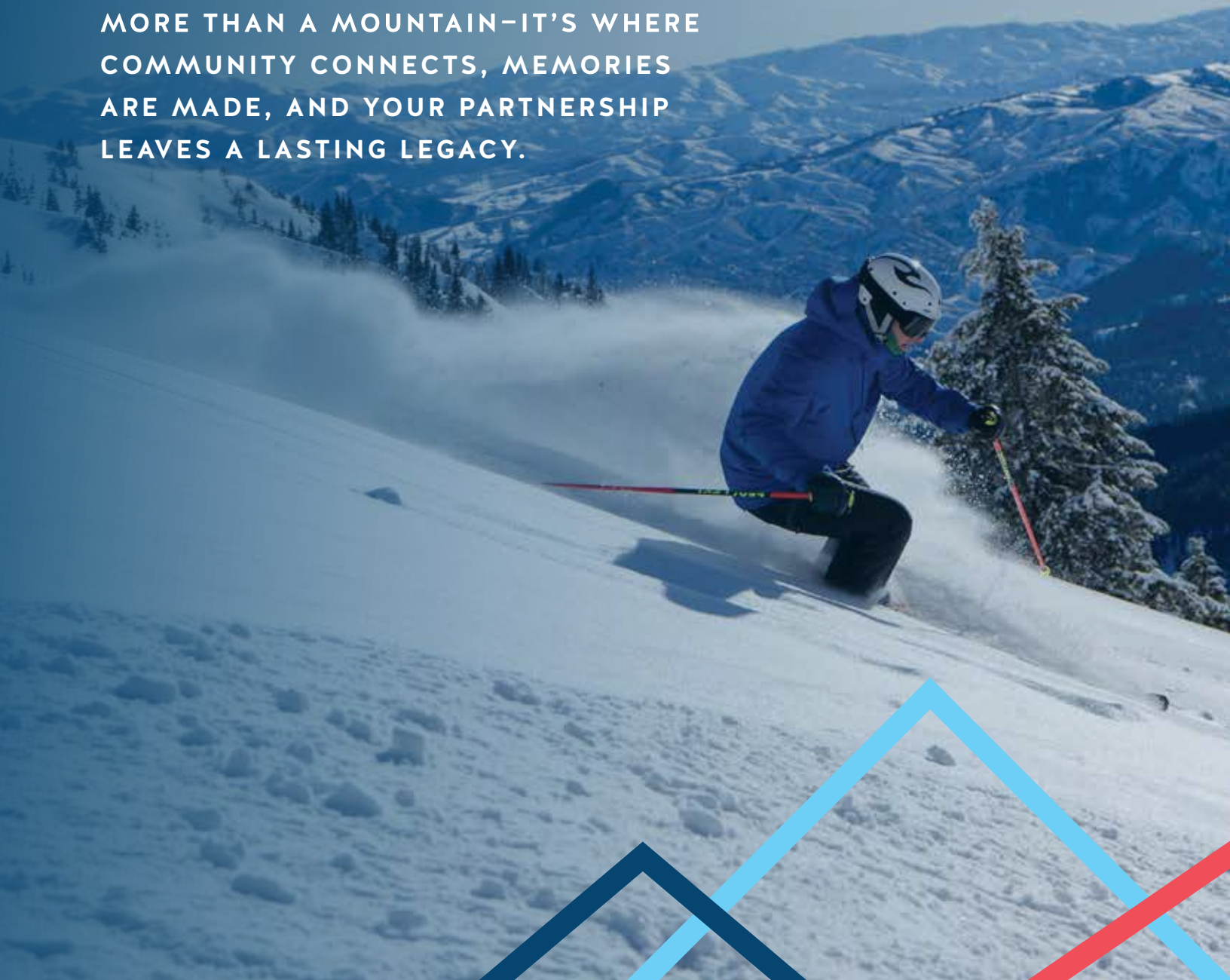




SPONSORSHIP OPPORTUNITIES

WINTER 2026/27 + SUMMER 2027

MORE THAN A MOUNTAIN—IT'S WHERE
COMMUNITY CONNECTS, MEMORIES
ARE MADE, AND YOUR PARTNERSHIP
LEAVES A LASTING LEGACY.





SPONSOR BOGUS BASIN

Bogus Basin, a cornerstone non-profit recreation area serving the Treasure Valley for nearly 85 years, welcomes close to 500,000 guests annually. Sponsorship provides a meaningful opportunity to support a treasured community asset while gaining visibility with an active audience.

Your partnership reflects a shared commitment to outdoor recreation, environmental stewardship, and community. By aligning your brand with Bogus Basin, you demonstrate an investment in active lifestyles, conservation, and the people who live, work, and play in the valley—including the multigenerational families who return year after year.

Sponsorship funding directly fuels vital initiatives, including:

- Infrastructure & Innovation: Upgrades and enhancements to our recreation facilities.
- Youth Access: Scholarships for children joining outdoor education and recreation programs.
- Community Cultivation: Free, all-ages events designed to bring people together.
- Environmental Resilience: Active forest health and Idaho Firewise safety initiatives.

Your partnership helps ensure Bogus Basin continues serving the Treasure Valley through outdoor recreation, education, and stewardship.

2026/27

SPONSORSHIPS

BB

PREMIER BLACK DIAMOND SPONSOR - \$20,000

Position your organization at a premier level, providing unparalleled, year-round exposure.

- ✓ Recognized as a premier sponsor at key community events:
 - *New Years Day Fireworks & Torchlight Parade (est. 4,000 attendees)*
 - *End of Winter Season Celebration, highlighted by the Pond Skim (est. 2,500 attendees)*
 - *Five (5) Summer 2027 "Music on the Mountain" concerts, presented from the main stage on Bogus Basin's base area lawn. (est. 1,500 attendees per event)*
- ✓ Company logo and link on bogusbasin.org website homepage
- ✓ Company logo on Morning Star chairlift banner
- ✓ Exclusive base area flagpole banner with company logo
- ✓ Company logo on 2026 Bogus Bash online auction website (Fall 2026)
- ✓ Community Partner feature in a seasonal e-newsletter
- ✓ Fifteen (15) winter lift tickets to share with employees and/or clients
- ✓ Fifteen (15) summer activity day tickets to share with employees and/or clients
- ✓ Company logo on winter and summer ending eblast

GOLD NUGGET SPONSOR - \$5,000

- ✓ Company logo and link on bogusbasin.org website homepage
- ✓ Company logo on Morning Star chairlift banner
- ✓ Company logo on base area flagpole banner, featuring Gold Nugget sponsors
- ✓ Company logo on 2026 Bogus Bash online auction website (Fall 2026)
- ✓ Five (5) 26/27 winter lift tickets to share with employees and/or clients
- ✓ Five (5) 2027 summer activity day tickets to share with employees and/or clients

SILVER QUEEN SPONSOR - \$2,500

- ✓ Company name on bogusbasin.org website homepage
- ✓ Company logo on Morning Star chairlift banner
- ✓ Company name on base area flagpole banner, listing Silver Queen sponsors

Please contact us for tailored sponsorship opportunities that match your business goals and partnership objectives.

SPONSORSHIP DETAILS

Sponsorship benefits apply September 1, 2026 through August 31, 2027 (Winter 2026/27 + Summer 2027 seasons).

Activate your sponsorship by completing our Agreement Form.

CONTACT

Susan Saad - Director, Community Relations
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(208) 332-5129

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BOGUS BASIN

REACH + AUDIENCE

RECOGNITION AT ANNUAL EVENTS, as well as exposure via Bogus Basin's onsite and digital marketing channels, delivers a valuable return on investment. Your organization will be positioned to our broad audience as a progressive, community-centric brand that understands and chooses to contribute in a meaningful way to support a vibrant Idaho lifestyle.

BB

6.4M WEBSITE PAGE VIEWS

790K UNIQUE WEBSITE VISITORS

62K FACEBOOK FOLLOWERS

74K INSTAGRAM FOLLOWERS

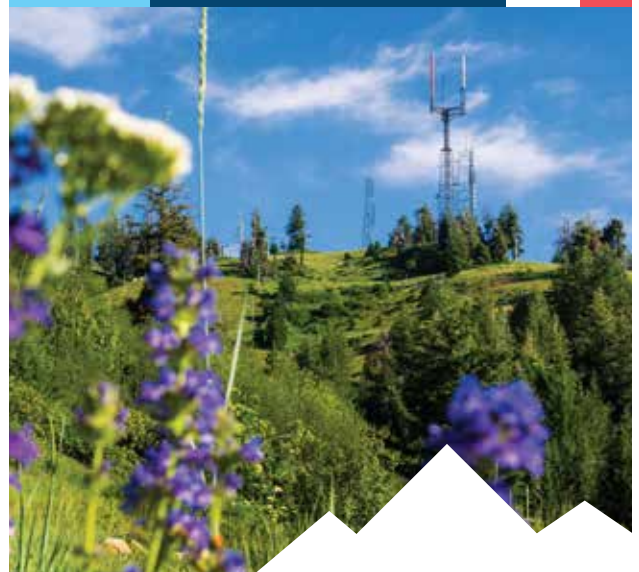
150K NEWSLETTER SUBSCRIBERS

225K WINTER GUESTS (2025/26)

100K SUMMER GUESTS (2025)

IMPACT

- Upgraded snowmaking and implemented snow storage to guarantee reliable, top-to-bottom operations regardless of natural snowfall.
- Earned recognition from the US Forest Service as a national model for partnerships that expand recreational access and community benefit.
- Partner with over 60 schools annually to deliver hands-on outdoor STEM education to more than 3,000 students.
- Added the Bitterroot and Coach chairlifts to significantly improve mountain capacity and the beginner family experience.
- Installed 71 solar panels that generate 32 MWh annually and offset approximately 10 metric tons of CO2 each year.



BOGUSBASIN.ORG