



## Where Your Gift Goes

### Hugs from Hadley

To honor Hadley's caring and jubilant spirit, we have established the Hugs from Hadley fund. Proceeds benefit health and wellness initiatives, educational scholarships, and first responders and rescue groups such as game warden K9 units.

[hugsfromhadley.org](https://hugsfromhadley.org)

### The Adaptive Sports Center

Based in Crested Butte, the Adaptive Sports Center provides life-changing outdoor recreation programs for people with disabilities — year-round, on the very mountain Hadley loved.

[adaptivesports.org](https://adaptivesports.org)

## Sponsorship Opportunities

Your sponsorship goes straight to the programs and mission of Hugs from Hadley and The Adaptive Sports Center — and we make sure the people who show up for this weekend, in Crested Butte and beyond, know your name.

**Your generosity is all we need.** We handle everything — the logo, the signage, the promotion. No planning, no lift on your end, just the opportunity to be part of something meaningful.

### Rainbow Sponsor

**\$10,000**

*At the top of the mountain. At the top of our hearts.*

- Title sponsor recognition across all event materials
- Logo featured on event website, all email campaigns, and day-of signage
- Dedicated social media feature (3 posts before the event + recap post)
- Recognition at both the welcome breakfast and the après ski celebration
- 2 complimentary participant registrations
- Logo on the event leaderboard and final recap · Personal thank-you from the team

### Bluebird Sponsor

**\$5,000**

*A perfect day, made possible by you.*

- Logo on event website and all email campaigns
- Dedicated social media feature (1 pre-event post + mention in recap)
- Recognition at the après ski celebration
- 1 complimentary participant registration · Logo on the event leaderboard and final recap

### Snowflake Sponsor

**\$2,500**

*Every flake makes the mountain.*

- Name/logo listed on event website · Social media thank-you post
- Name recognition at the après ski celebration
- Listed in event email to all participants

### Big Hug Sponsor

**\$1,000**

*Sending love down the slopes.*

- Name listed on event website and in participant emails
- Social media thank-you shoutout



## Presenting Sponsorships

Put your name on one of the weekend's signature moments. Each of these is offered to a single sponsor — exclusive naming rights and a spotlight all your own.

### Welcome Breakfast

**\$3,500**

*EXCLUSIVE · ONE AVAILABLE — Everything in the Snowflake tier, plus:*

- “Welcome Breakfast presented by [Your Name]” on signage and the printed program
- Your logo displayed at the breakfast — where the whole weekend kicks off
- Verbal welcome and thank-you from the podium to open the event
- A complimentary participant registration for you or your family
- Featured social media post the morning of the event

### Après Celebration

**\$5,000**

*EXCLUSIVE · ONE AVAILABLE — Everything in the Bluebird tier, plus:*

- “Après presented by [Your Name]” at the biggest gathering of the weekend
- Your logo on the party signage and the live leaderboard reveal
- Help announce the winners and hand out prizes on stage
- Verbal recognition throughout the awards
- Dedicated social media feature from the celebration

### Custom Sponsorship

Don't see the right fit above? We're happy to work with you on a custom sponsorship that makes sense for your business or family. Reach out and let's talk.

## How to Become a Sponsor

- 1 Reach out to us at the contact below to let us know your interest level and tier.
- 2 We'll send you a simple sponsorship agreement and invoice.
- 3 Once confirmed, we'll get your logo and name into all the right places.
- 4 Join us in Crested Butte in February — or cheer from home!

**★ Sponsorship deadline: January 10, 2027 ★**

*Sponsorships can be fulfilled in the 2026 or 2027 fiscal year — just let us know your preference when you reach out.*



Thank you for considering a sponsorship of Hadley's Vertical Challenge. Your generosity keeps her memory alive — and helps us give back in her name.

### Let's talk — The Hugs from Hadley Team

hhschallenge@gmail.com | 214-212-8830 | Sponsorship deadline: January 10, 2027

[hugsfromhadley.org](https://hugsfromhadley.org)

*All donations are fully tax-deductible for either 2026 or 2027.*

♥ Skiing in her favorite place. Giving in her honor. ♥