



HUGS FROM HADLEY

Hadley's Vertical Challenge

February 13 & 14, 2027 · Crested Butte, Colorado

Benefiting Hugs from Hadley & The Adaptive Sports Center

WHY SPONSOR?

FOR CRESTED BUTTE BUSINESSES

Here's how supporting Hadley's Vertical Challenge lifts your business while honoring a legacy and strengthening the community.

- **You're getting introduced to Dallas.**

Texans are an important part of the Crested Butte market, and this event brings you even closer to the travel-happy DFW crowd who frequent the mountain — families who book ski trips, buy second homes, and spread the word back home. Your name is the one they will appreciate and the one they will remember and recommend.

- **Your support stays local.**

One of the two beneficiaries is The Adaptive Sports Center — Crested Butte's own nonprofit, serving people on the very mountain your customers ride.

- **A meaningful marketing opportunity.**

The epitome of doing well by doing good, exclusive sponsorships put your business in front of a broad, affluent audience you'd otherwise not reach.

- **It's easy to say yes.**

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

- **You're backing something real.**

This honors a little girl who loved your mountain. Standing with Hugs from Hadley — supporting her legacy and the causes close to her heart — is the kind of goodwill customers remember.

Let's talk — The Hugs from Hadley Team

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

hugsfromhadley.org

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

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