



Each year, Colorado Outward Bound School and our community come together to support and celebrate our students and our mission through the Black Tie and Tennis Shoes gala. This year, on October 25th from 6:00 to 9:00 pm at Mile High Station in Denver, we are thrilled to host Peter Metcalf in a discussion about active citizenship. For more than 20 years, Peter Metcalf, Founder and long-time former CEO/President of Black Diamond, Pioneer Alaskan Alpinist and lifetime climber, has been an advocate and leader in public policy formulation relative to our public lands, recreation and quality of life issues, exemplifying what it means to be an active citizen.

Last year with legendary climber and adventurer, Erik Weihenmayer, we talked about living a life of “No Barriers,” and the tenacity it takes to challenge possibility. This year, our journey continues as we discuss how we can channel this tenacity and leadership, and translate it into action in service of our community.

As the public lands discussion continues, COBS is ever aware of our role as environmental educators and stewards, and the importance of protecting these lands. The wilderness classroom is critical to our students’ development, to COBS as an institution, and to the outdoor community at large. It is through these public lands that we create lifelong lessons tied to our five tenets, and develop the next generation of environmental stewards.

In addition to the keynote presentation, this year’s event will include a student speaker, silent and live auction, opportunities to directly support our scholarship students, time to catch up with new friends and old, food, drinks and much more. We hope to see you there!



# 2017 Black Tie & Tennis Shoes Sponsorship Opportunities

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Your sponsorship of the Black Tie & Tennis Shoes Gala is not only a great way to be involved with and contribute to the community of COBS. It represents an investment in the environmental stewards and community leaders of tomorrow. It provides an inner-city youth the opportunity to experience the wilderness for the first time, and grow their character and leadership skills in the process. It means that you are making your own choice to lead, and encouraging students of all ages to do the same.

## PRESENTING SPONSOR

**\$20,000, EXCLUSIVE**

- Name/logo on all event collateral, including: Invitations, COBS's website and Facebook page, including link to sponsor website. Co-branded cover plus a full page ad in event program. Event boilerplate and name mention in event press release.
- Full day, custom Outward Bound Professional team building program for up to 10
- Choice of custom experience for up to 10:
  - Lunch n Learn – Enjoy lunch with colleagues or friends, while you participate in a one-hour presentation on leadership the Outward Bound way, orienteering, or more.
  - Buddy/Group Day at climbing gym - You and your group will enjoy two hours at a local climbing gym, including instruction, a brush up on technique, and refreshments.
  - Personalized gear-fitting experience – Let our COBS expert guide you through choosing the right gear (boots, backpack, etc) for your next adventure.
- Two seated tables for 20 guests

## SUMMIT SPONSOR

**\$10,000**

- Name/logo on event collateral including COBS website and event slide show
- Exclusive COBS Facebook post
- Full page ad in event program
- Commemorative Ice Axe
- Name mention in press release
- Choice of custom experience for up to 10 (see details above)
- 1 seated table for 10 guests

## LEGACY SPONSOR (55th)

**\$5,500**

- Commemorative Ice Axe
- Recognition at Marble Basecamp in honor of COBS's 55th anniversary
- 1 seated table for 10 guests
- Half page ad in program
- Name and logo on our event collateral including our website and event slideshow

## EXPEDITION SPONSOR

**\$3,000**

- 1 seated table for 10 guests
- Name and logo on our event collateral including our website, event slideshow, and program

## BASECAMP SPONSOR

**\$2,000**

- 10 tickets, campfire style seating around our speaker
- Name and logo on our event collateral including our website, event slideshow, and program

LIMITED NUMBER OF INDIVIDUAL TICKETS AVAILABLE AS WELL: [www.cobs.org/black-tie](http://www.cobs.org/black-tie)

### ADDITIONAL BENEFITS OF SPONSORSHIP:

- Align your brand with Colorado Outward Bound School, the outdoor industry, and education partners
- Demonstrate your commitment to transforming the lives of young people
- Mentions on social media as an event sponsor
- Open to other ideas to suit branding goals

For more information, please contact Anna Bishop, Development Associate:  
[abishop@cobs.org](mailto:abishop@cobs.org) or (303) 676-8246

## About Peter Metcalf

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Born and raised in NYC and Long Island, Peter was introduced to hiking, backpacking, mountaineering, skiing, and climbing via Boy Scouts. At age 15, he attended a five-week NOLS course with Paul Petzoldt, and he instructed for the Colorado Outward Bound School from 1979 – 1982 in the South San Juans. He has climbed extensively in North America and beyond and has first Alpine Style Ascents on Mt. Hunter, Foraker, McKinley, and Fairweather. In 2013, Peter was inducted into the American Alpine Club's Hall of Mountaineering Excellence.

After working at COBS, Peter took over management of the iconic Chouinard Equipment, then later created Black Diamond Equipment Company in 1989 and served as President and CEO through January 2016. Since his retirement from Black Diamond, Peter works as an industry consultant, and serves on the Board of the Salt Lake City Branch office of the Federal Reserve Bank of San Francisco, on the Board of Zions Bank, and as a Director of Brooklyn Boulders.

For more than 20 years, Peter has been an active advocate and leader in national and statewide discussions on policy related to public lands, business recruitment and retention, recreation, and quality of life issues. His most recent major effort was to galvanize and lead the outdoor industry to advocate for public lands protection in Utah. He has won many awards including Small Business Person of the Year from Utah and Ethical Business Person of the Year.

Peter is a graduate of the University of Colorado, with a major in Political Science, and holds a Certificate in Management from the Peter Drucker Center of Management. He is married with three grown children and has resided in Park City for more than 25 years.



# About Colorado Outward Bound School

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*Our mission is to change lives through challenge and discovery.*

As the pioneer and leading provider of experiential and outdoor education in the United States, the Colorado Outward Bound School (COBS) has focused on delivering lessons of character, leadership and service to students of all ages for 55 years. Courses range in length from 8 to 81 days, and include activities such as backpacking, canyoneering, mountaineering, rock climbing, backcountry skiing and snowboarding, and rafting in the farthest reaches and remote areas of Colorado, Utah, Wyoming, Arizona, Alaska and Ecuador.

We served 2,045 students over 21,579 program days in 2016, many of whom received scholarship support provided by individual and organizational partners.



*There is more in us than we know.*

On a Colorado Outward Bound School course, students are gently pushed out of their comfort zone in order to help them understand themselves, each other, and the world around them. Beyond technical wilderness, environmental education, and Leave No Trace skills, students: practice decision making; experience natural consequences and rewards; solve real world problems; engage in vision setting and direction; and achieve tangible goals. While the course experience opens these new horizons, the true power of Outward Bound manifests when students return home to their families, friends, communities, and schools and bring with them the life lessons they learned on course.

Our ASCEND program provides these lessons to high need, high potential youth ages 14 - 18, immersing them in challenging wilderness courses unique to COBS in high school. In its fifth year in 2017, ASCEND will serve more than 170 students on scholarships for COBS courses.

