



CLIMBWELL

SPONSORSHIP DETAILS | 2023 SERIES



Hey There!

If you're reading this, you're probably a wellness or outdoor recreation brand making excellent products and growing your presence. We're ClimbWell LLC, a new retreat and festival event series at the intersection of rock climbing, wellness, and personal development.

Our team of three co-founders is hosting our 3rd annual ClimbWell retreat in April 2023. We'll be spending four immersive days in the Utah Hills facilitating climbing, coaching, yoga, and mindfulness experiences for a small group of our most committed clients and biggest fans. We want you to be part of it.

We're looking for brands who want to partner with ClimbWell as we grow into the go-to resources for rock climbers interested in personal development. If this is you, please read on and get in touch. It all starts in April. We'll see you there.

The ClimbWell Team

Blake, Gabby + Remy



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ABOUT CLIMB WELL

WHO WE ARE

We are a community of climbers dedicated to creating safe, engaged spaces for climbers to learn and grow as people and athletes.

THE MISSION

Through mindfulness, coaching, and deliberate practice, we empower climbers to connect with themselves, the sport, and their communities at a higher level. We bring together diverse, inspired voices committed to deepening self-awareness, reverence for the natural world, and love for the human journey.

THE RETREAT SERIES

We are offering a series of 4-day retreats in the Utah desert, packed with transformative workshops, world-class coaching, and rad climbing with community in a time we know it's needed most. This will be an intimate gathering limited to 18 participants per a retreat, hosted in the fresh, open air of Nature.

UPCOMING RETREAT DATES

April 20-23, 2023

INTERSECTION OF PASSIONS

We offer play at the intersection of **climbing x mindfulness x personal development.**

WHO IS ATTENDING | AUDIENCE

We are calling the change-makers, people who are passionate about growth and brave enough to look at their blind spots. Those who adventure to far corners of the world and deep parts of themselves. People attending this event are climbers, athletes, outdoor enthusiasts, self-starters, entrepreneurs, young professionals, life coaches, holistic wellness professionals, advocates for nature and mindful living.

FOR MORE INFORMATION

Event details can be found at:
www.climbwell.co/retreat



MEET THE TEAM



BLAKE CASON

Blake is a coach, facilitator, and all-around passionate lady. Climbing since 2013, Blake is one of those climbers who brings so much play and lightness to her climbing and to others'. Though Blake has many proud ascents in her climbing-life; some benchmark 5.13 sport routes, many classic 5.11's in Yosemite, a handful of Fontainebleau V-Sandbags, she knows she is climbing "successfully" when she is giving 100% regardless of the outcomes. In fact, it is her robust relationship with climbing and the pursuit of life-balance that led Blake to start her private wellness and life coaching practice after a dozen years in wellness and behavioral health. She is a regular interviewee on climbing podcasts, has been featured in Climbing Magazine, and facilitated a host of impactful workshops and speaking engagements for climbers looking to up-level their sport and lives.



REMY FRANKLIN

Remy is a coach, educator, and adventurepreneur passionate about personal transformation as a vehicle for social change. He has been climbing since 2009, including multiple 5.14 sport ascents, 5.13 trad and big wall sends, and a totally unremarkable bouldering tick list. Known for his headgame, Remy is often given the sharp end on hard routes. During his first month in Yosemite, he infamously onsighted the Harding Slot (Astroman) and called it "pleasant." In addition to climbing, Remy has a private career coaching practice, teaches life design at the University of California, and is an AMGA climbing guide. He recently appeared on the Training Beta Podcast, has written for Scientific American, and features in the climbing film "Nubivagant."



GABY COLLETTA

Gaby is a Meditation Teacher, Yoga Instructor and Ayurvedic Health Counselor with over 12 years of practice in integrative wellness. She facilitates transformational nature-based retreats, guides mind-body courses and coaches individuals on how to create an ecosystem of internal resources that bring forth one's greater potential. Beyond climbing multi-pitches in the Valley and cracks at the Creek, her expertise lies in the nuanced understanding of the mind-body connection. Gaby brings a robust toolkit of Eastern wisdom traditions, modern-day neuroscience and somatic psychology, to guide others into deeper intimacy and understanding of their bodies' intrinsic strengths and their minds' expanded capacities. Gaby is faculty of the Lakshmi Rising School of Yoga and Wellness, a Masters Candidate for Integral Counseling Psychology at the CIIS and holds a private practice in Holistic Health.

AUDIENCE INSIGHT

WHAT YOU NEED TO KNOW

The ClimbWell LLC audience is rock climbers who share a passion for yoga, mindfulness, holistic wellbeing and personal development.

The bulk of our demographic includes Millennials, the experience generation.

They've embraced the vanlife dream: fewer things, more adventures. Millennials make more money than other young adult households in the past 50 years and they spend a larger portion of it on hobbies, travel, experiences, and convenience.

Climbers love training. They'll do what it takes to get better and climb harder. Eric Horst's "Training for Climbing" has sold nearly 200,000 copies and the TrainingBeta Facebook Page has 42,000 followers.

Personal development is the new 5.12. Everyone wants self-improvement and personal growth, including climbers. Life coaching is the 2nd fastest growing industry in the world with annual growth rates over 6%.

Mind-body wellness is a non-negotiable. It's not just climbing gyms that offer "yoga for climbers" classes. Over 55 million Americans tried Yoga in 2020 and use of meditation by American adults increased threefold in the last five years.

This group buys with their values. 75% of Millennials consider it fairly or very important that brands give back to society instead of just making a profit. Those in the outdoors care even more that companies consider a triple bottom-line.



INDUSTRY SWEET SPOT

ClimbWell LLC lands in the sweet spot of the fastest growing industries in the world.

GLOBAL GROWTH TRAJECTORY

The **personal development** industry was valued at USD 38.28 billion in 2019 and is expected to grow at a CAGR of 5.1% from 2020 to 2027.

The **meditation market** is forecasted to grow at a CAGR of 10.4% from 2020 to 2027.

The **climbing gym market** is poised to grow by USD 1.6 billion during 2019-2023, progressing at a CAGR of 7%.



SPONSORSHIP PACKAGES

We have 5 tiers of financial contribution and speciality sponsorship that create flexibility for how your brand engages with the ClimbWell Spring 2023 Retreat.

Tiers can be customized upon request, or combined with Specialty Sponsorships detailed below. And if there is an additional way you see your brand getting involved, we'd love to know!

THE BIG WALL SPONSORSHIP - \$5,000 USD

This is our event headliner. As the most generous financial sponsor, your brand will represent serious commitment to the vision ClimbWell's participants are creating in their lives. It includes:

- 1 ticket for brand representative (staff or athlete)
- Shout-outs on opening and closing nights!
- Opportunity to host a demo booth all days
- Opportunity to have one of your athletes represent your brand as a speaker
- Opportunity to contribute branded swag
- Logo on Resource Kit given to participants
- Logo on ClimbWell website: event info page and sponsorship page
- 5 high-res photos of your brand represented at the event/with our audience
- 5 social media shout-outs via feed and story for ClimbWell and its founders' accounts
- Newsletter feature

THE ONSIGHT SPONSORSHIP - \$2,500 USD

As a serious contributor to the event, we are excited to show you off! We want people to know what you're about and give them access to ways you can support how they "climb well." It includes:

- 1 day pass for brand representative (staff or athlete) for the full retreat
- Shout-outs on opening and closing nights!
- Opportunity to host a demo booth 1 day
- Opportunity to bring one of your athletes in as brand representative and speaker
- Opportunity to contribute branded swag
- Smaller logo on Resource Kit given to participants
- Logo on website sponsorship page
- 4 high-res photos of your brand represented at the event/with our audience
- 4 social media shout-outs via feed and story via ClimbWell and its founders' accounts
- Newsletter feature

SPONSORSHIP PACKAGES

THE PROJECTING SPONSORSHIP - \$1,000 USD

Welcome to the team, we are excited for you to get your feet wet and get to know the ClimbWell community! It includes:

- Shout-outs on opening and closing nights!
- Opportunity to contribute branded swag
- Logo on website sponsorship page
- 1 social media shout-out via feed or story
- 2 high-res photos of your brand represented at the event/with our audience

THE PIVOT SPONSORSHIP - \$500 USD

You're a smaller brand with a full rack of passion for our vision. It includes:

- Shout-outs on opening and closing nights!
- Opportunity to contribute branded swag
- Logo on website sponsorship page
- 1 high-res photo of your brand represented at the event/with our audience

Gravitating towards one of the tiers but want to modify it? We love collaboration and are open to ideas. Let's team up.

SPECIALTY SPONSORS

We are seeking collaboration in the specific areas below. For all of these, we include the same offering as the *Onsight Sponsorship Package* above.

Full Paid Scholarship for One Attendee - \$1,150 USD

Half Paid Scholarship for One Attendee - \$575

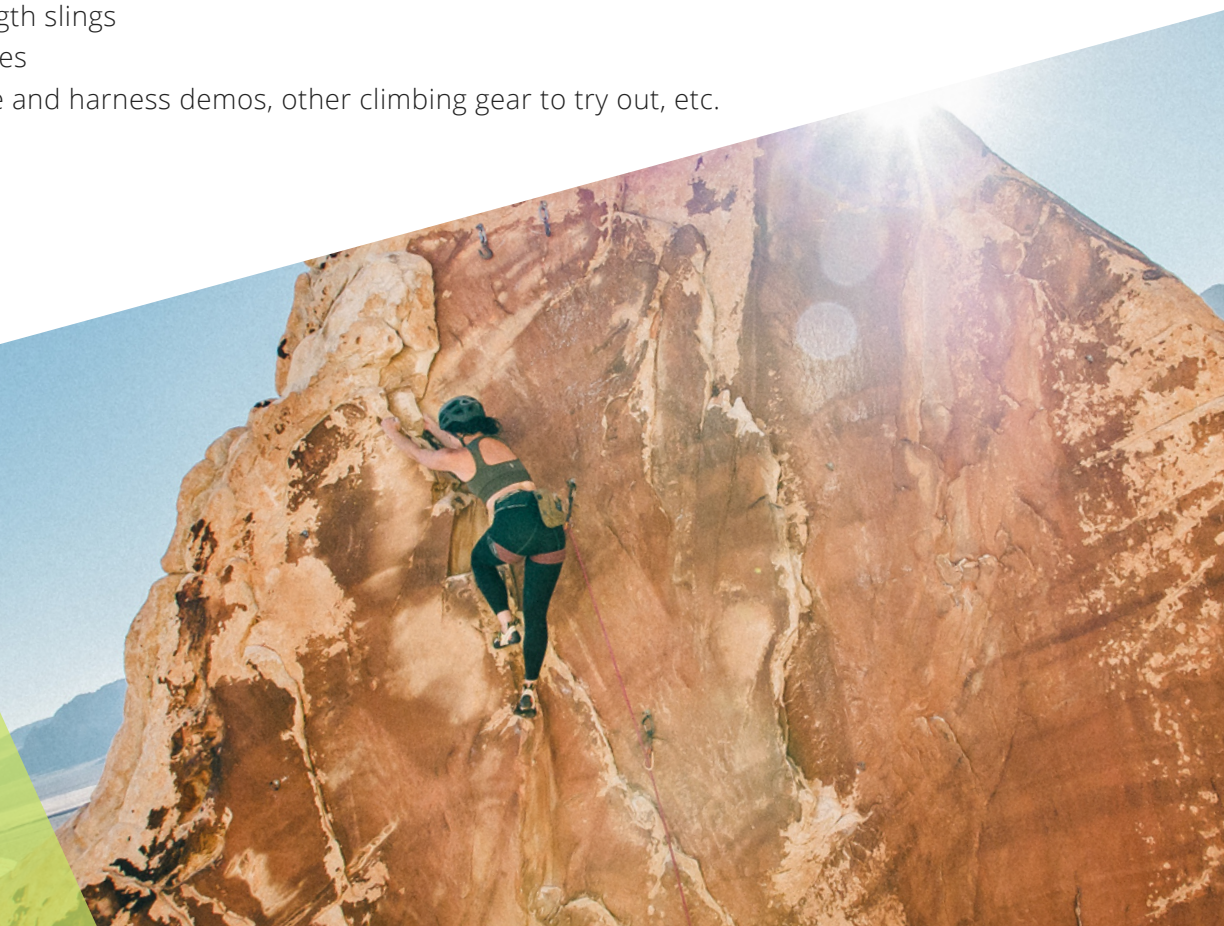
Event Insurance - \$2,000 USD

IN-KIND

Gear Sponsorship

Climbing Clinic Gear: For each retreat, we will be leading experiential climbing clinics. For Spring 2023, these will be sport climbing-based. Needs:

- 8 ropes
- 60 quickdraws
- 24 locking carabiners
- 12 double-length slings
- 12 belay devices
- Optional: shoe and harness demos, other climbing gear to try out, etc.



DEADLINES

ClimbWell LLC is powered by purpose - we are reaching out to you with great intention because we are building a committed community of changemakers in the wellness and climbing sphere. We hope you will join us in the journey.

If you are ready to collaborate, please get in touch.

The deadline for packages and specialty sponsorships is February 15, 2023.

The deadlines for in-kind sponsorships is March 15, 2023.



THE PROJECT: WHERE WE ARE HEADED

Imagine this: It's 2028 and climbing has never been bigger. There are more than 10 million climbers in the U.S., a group that is becoming more diverse every year. The market for climbing gyms and gear has continued a steep growth curve, and climbing's popularity has skyrocketed since its debut at the 2021 Olympics in Tokyo. Thousands of recreational climbers are actively seeking ways to improve at their sport, access mentorship, and gain skills and confidence at the crag.

ClimbWell is among a growing ecosystem of companies offering retreats and workshops geared specifically for climbers. At a time when climbers are seeking training and transformative experiences like never before, ClimbWell is the go-to resource for mental training and personal development. Each year we offer our flagship festival, three smaller retreats, and dozens of workshops at climbing gyms across the country where participants learn to manage fear, improve their focus, and transfer that sense of balance and inspiration they get from climbing back to their work, health, and relationships. This is a fresh serving of the long-established Rock Warrior's Way, spiced with a lot more yoga and a few pinches of Tony Robbins.

At the same time, ClimbWell is an important part of the training for climbing landscape. We're the life coaches who coach climbers, publish mental training resources, and speak at the Performance Climbing Coach Summit. We're the ones that keep reminding everyone that climbing is first and foremost a mental sport, and that sometimes you need to step away from the hangboard for a few minutes to meditate. Our audience looks to us for resources and motivation as they improve their head game, build resilience for long projects, and pursue a healthy life balance outside the sport.

As ClimbWell grows, we're looking for innovative and value-driven brands excited to grow with us. We'd love to hear from you if your company is excited about our mission and wants to serve climbers.

Will you join us?

Sincerely,

ClimbWell LLC

Blake, Gabby + Remy