



HATCHER PASS AVALANCHE CENTER

SPONSORSHIP 2023-2024

WHO WE ARE

HPAC has been operating as a 501(c)3 non-profit avalanche center since 2019.

Our mission is to provide avalanche information and advisories to assist and educate the general public in avoiding avalanches.

Unlike most U.S. avalanche centers, HPAC receives no funds from state or federal sources. We rely fully on grants and donations from community members and business owners to operate..

OUR TEAM

FORECASTERS

Jed Workman Lead forecaster

Allie Barker Lead forecaster

STAFF

Marissa Bieger Executive Director

BOARD OF DIRECTORS

Andy Dennis President

Danielle Reed Secretary

Brian Teachworth Treasurer

Keeton Kroon

Monica Keim

Matt Lemons

Tim Leach

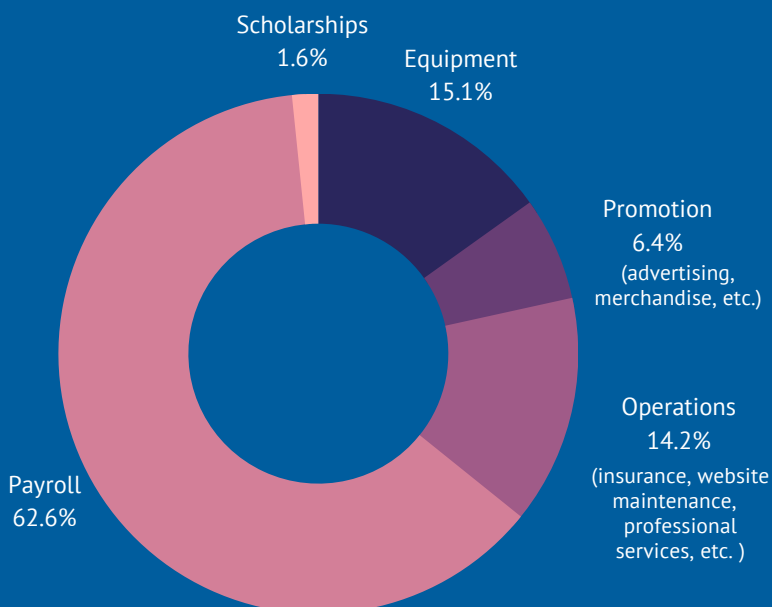
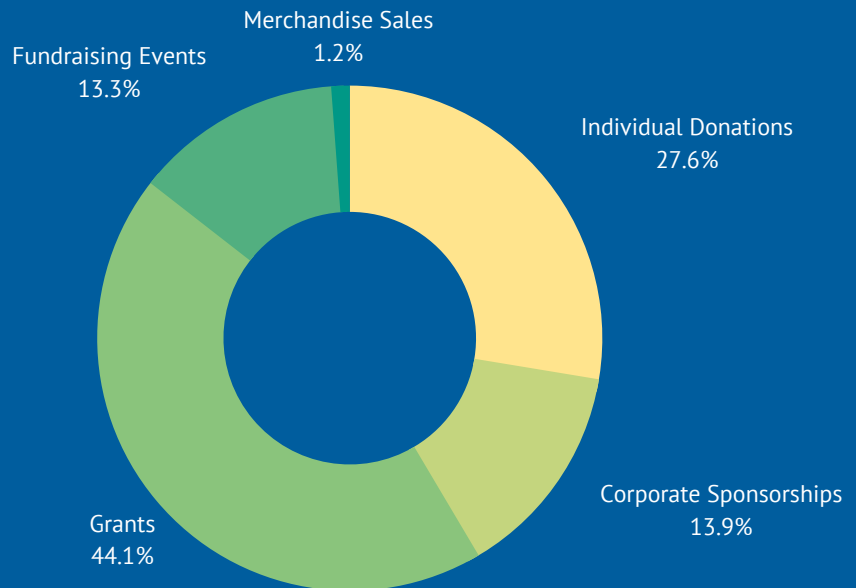
Dave Rector



FINANCES

HPAC runs a Type 3 local avalanche information center with 100% of funding sourced from grants, corporate sponsorships, individual donations, and fundraising efforts. All funds go directly to support our mission, providing avalanche forecasting and education to our community.

INCOME (\$128,000)



EXPENSES (\$114,000)

DIGITAL REVIEW 2022-2023

HPAVALANCHE.ORG



COMPARED WITH THE 2021-22 SEASON,
TOTAL USERS IN 2022-23 WERE UP 13.6%
AND NEW USERS WERE UP 14.9%



69.1% of users viewed our
site using a mobile device



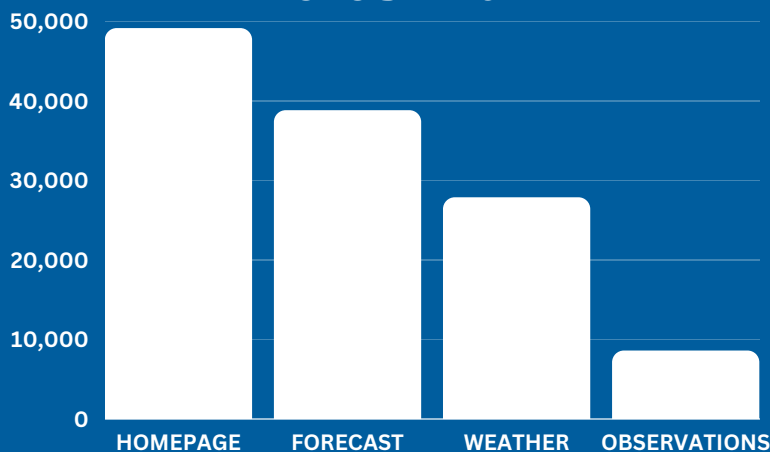
The average user session
duration was 1.4 minutes,
up 2% from last season



WHERE ARE FOLKS TUNING IN FROM?

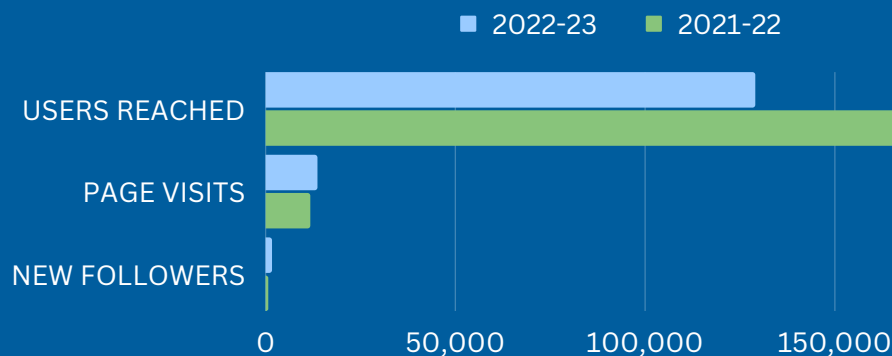
24% ANCHORAGE
11% WASILLA, PALMER, & SURROUNDINGS
7% SEATTLE
3% SITKA
3% KOTZEBUE
9% UNDISCLOSED
19% OTHER ALASKA
24% OTHER

VISITS BY PAGE



SOCIAL MEDIA

FACEBOOK AND INSTAGRAM ENGAGEMENT



While new followers and page visits are up from last season, overall user reach decreased. This is due to several historic weather events during the 2021-22 season including the January 2022 wind storm and February 2022 Valentine's Cycle. Storms of this size generate public interest and reach users from outside the backcountry recreation community.

HPAC conditions and weather updates this season reached between 1,000 and 21,000 users per post.

WE NEED YOUR SUPPORT

Your contribution will directly impact our capacity to give our community the information and skills they need to avoid avalanches. You'll gain exposure and marketing opportunities in one of the fastest-growing outdoor populations in our area.

OUR LONG AND SHORT TERM GOALS INCLUDE:

- **Continue to increase** our reach with public school avalanche awareness education in the Mat-Su Valley
- **Increase our offerings** of avalanche awareness workshops for adults
- **Continue to grow** our scholarship program to help local residents access professional avalanche training.
- **Host local meetups** at community businesses, including "Meet the Forecaster" and "State of the Snowpack" presentations free and open to the public
- **Provide public opportunities** for avalanche beacon and companion rescue practice, with focused outreach toward youth and motorized users
- **Add additional weekly forecast days** to our regular season schedule
- **Install a new weather station** with webcam in the Hatcher Pass forecast area in November 2023, to increase accuracy and availability of weather data for forecasters and public users.
- **Create online tutorials** on how to read the forecast

SPONSORSHIP LEVELS

SKYSCRAPER \$5000+

Your logo on our live webcam (only three spots available)

The primary source for our users to view real-time conditions. Up to 1000 views a day with your logo embedded.

Logo and website link on HPAC website

Top logo placement on every web page footer and rotating logo on daily forecasts.

Logo on HPAC vehicle

Visibility in town and at popular trailheads in Hatcher Pass.

Logo on event advertising and mention at all HPAC events

Social media tags throughout the season

Inclusion in annual report

ARCHANGEL \$2500-\$5000

Logo and website link on HPAC website

Logo below Skyscraper sponsors on every web page footer and rotating logo on daily forecasts.

Logo on event advertising and mention at annual fundraiser

Social media tags throughout the season

Inclusion in annual report

MARMOT \$1000-2500

Logo and website link on HPAC website

Logo on every webpage footer.

Print recognition at annual fundraiser

Social media tags throughout the season

Inclusion in annual report

HATCH \$500-\$1000

Logo and website link on HPAC website

Logo on sponsorship page.

Social media tags throughout the season

Inclusion in annual report

HOW TO BECOME A SPONSOR

Sponsorships accepted by cash, credit card, and check.

Monetary sponsorships allow us to direct funds to the highest area of need and keep operations sustainable.

HPAC also runs an annual raffle and accepts in-kind merchandise donations.

- **Make an online donation** by credit card at **hpavalanche.org**
- **Mail a check** made out to Hatcher Pass Avalanche Center to:
Hatcher Pass Avalanche Center
#372, 1150 S Colony Way STE 3
Palmer, AK 99645
- **Contact** Marissa Bieger at **marissa@hpavalanche.org** to make a cash or in-kind contribution, and with any questions about our sponsorship program



HATCHER PASS AVALANCHE CENTER

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HPAVALANCHE.ORG

INFO@HPAVALANCHE.ORG