

2nd annual

summit push

FUNDRAISER



WASATCH
BACKCOUNTRY
ALLIANCE



Thurs. Oct. 9 | 6-9 pm | Millcreek Common

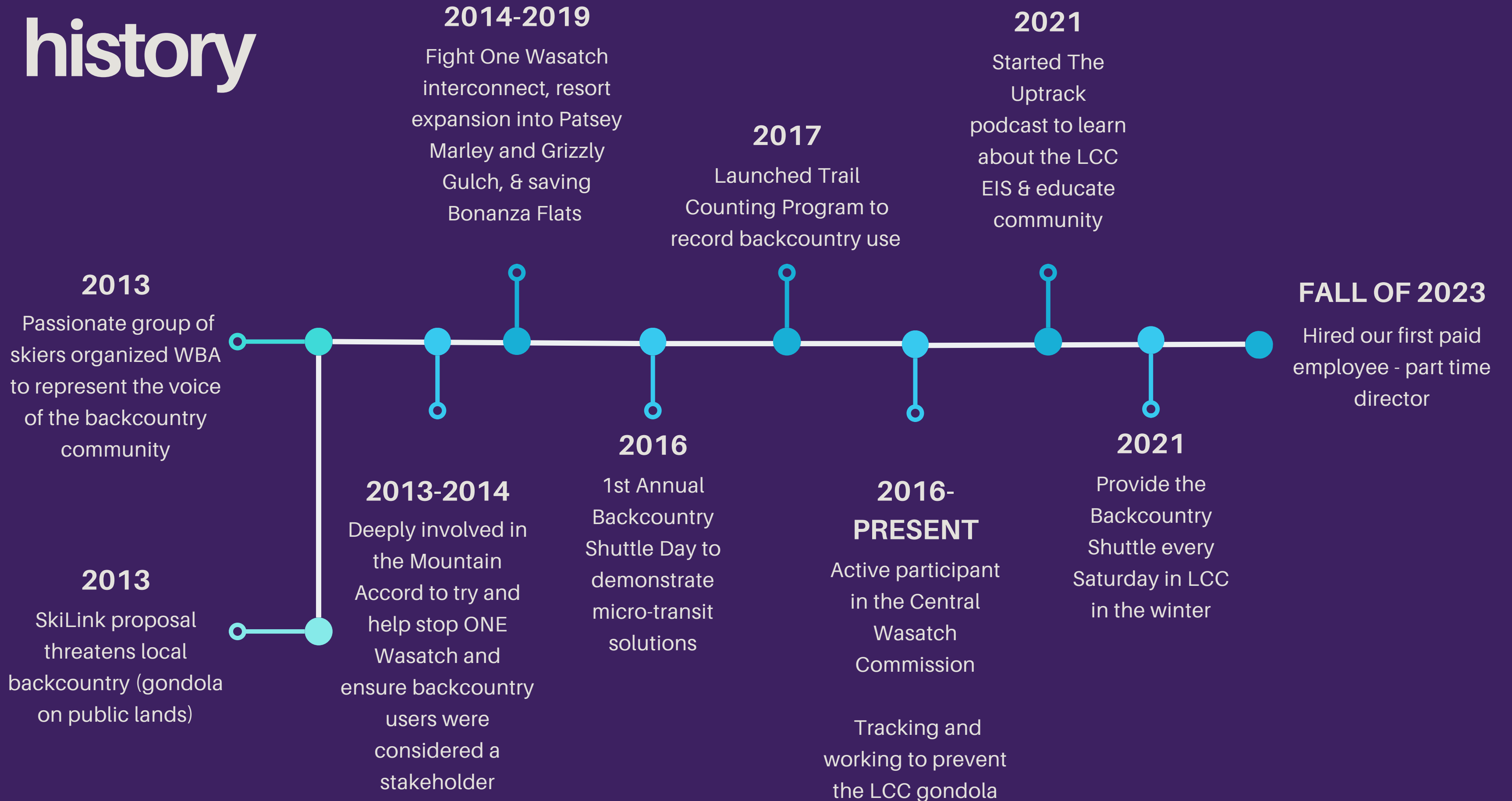
mission

“Wasatch Backcountry Alliance is the recognized **voice for the backcountry community** involved in human-powered winter recreation in the Central Wasatch Mountains. We represent a unified voice to media, partners, elected officials, and the general public. We focus on **providing advocacy** to support our causes, and serve as a central information venue for related topics.”

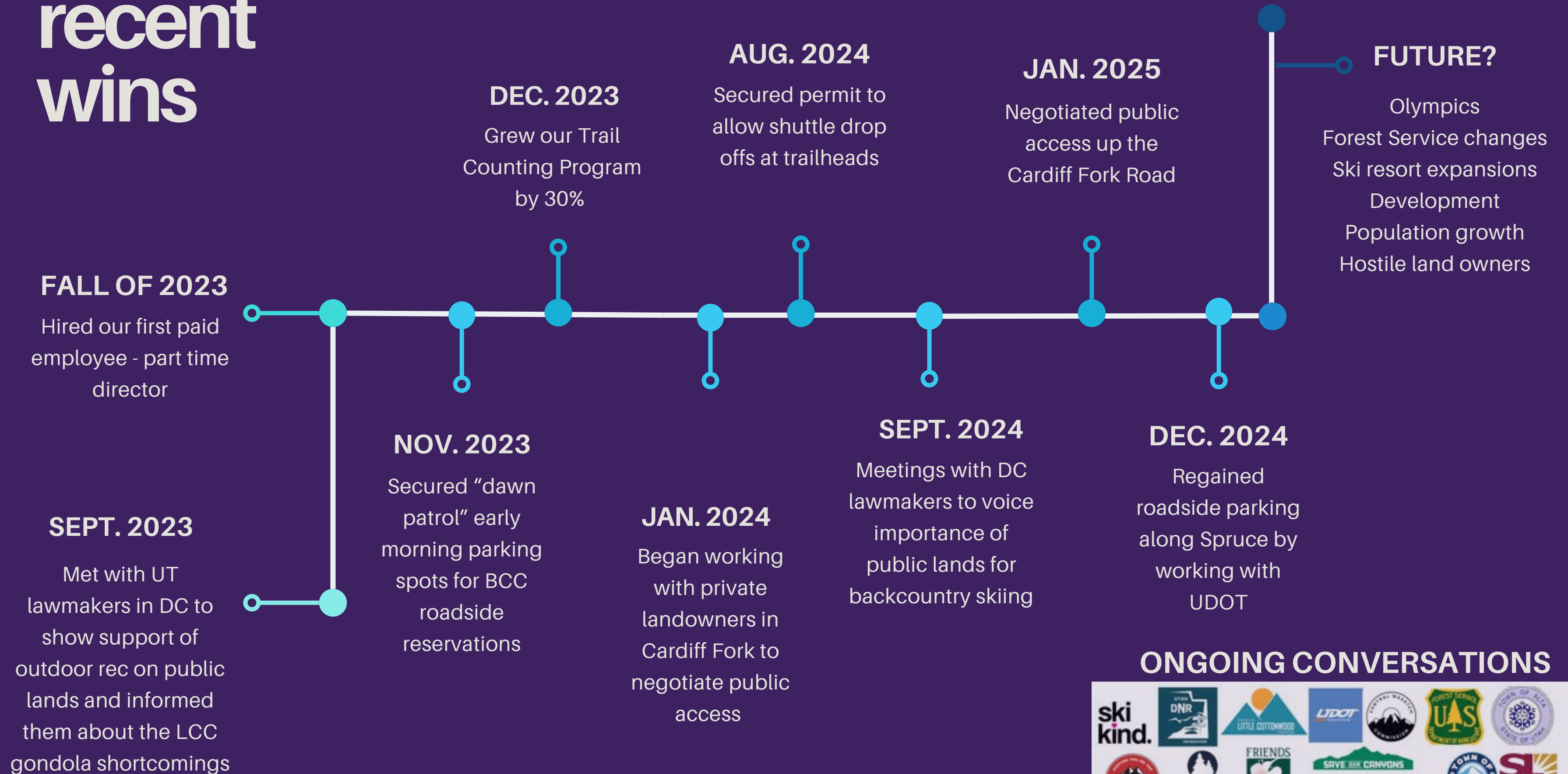


We work to protect undeveloped terrain and access, primarily for the sake of winter recreation on public lands outside of the ski resorts.

history



recent wins



FALL OF 2023

Hired our first paid employee - part time director

SEPT. 2023

Met with UT lawmakers in DC to show support of outdoor rec on public lands and informed them about the LCC gondola shortcomings

DEC. 2023

Grew our Trail Counting Program by 30%

NOV. 2023

Secured "dawn patrol" early morning parking spots for BCC roadside reservations

AUG. 2024

Secured permit to allow shuttle drop offs at trailheads

JAN. 2024

Began working with private landowners in Cardiff Fork to negotiate public access

SEPT. 2024

Meetings with DC lawmakers to voice importance of public lands for backcountry skiing

JAN. 2025

Negotiated public access up the Cardiff Fork Road

DEC. 2024

Regained roadside parking along Spruce by working with UDOT

FUTURE?

- Olympics
- Forest Service changes
- Ski resort expansions
- Development
- Population growth
- Hostile land owners

ONGOING CONVERSATIONS



a new milestone

In 2013, a group of passionate backcountry skiers came together to represent the voice of the backcountry community in the Central Wasatch. A proposed gondola project called SkiLink threatened public lands, sparking the formation of Wasatch Backcountry Alliance (WBA). We've helped protect the existing balance between developed and undeveloped terrain.

For a decade, our all-volunteer board led this important work. In 2023, we took a major step forward by hiring our first full-time employee, Dani Poirier, who brings nearly a decade of experience with WBA and a deep understanding of the Central Wasatch.

With this growth, we're now pursuing more serious fundraising. **As we step up our efforts to protect the backcountry, we ask you to step up your support.**

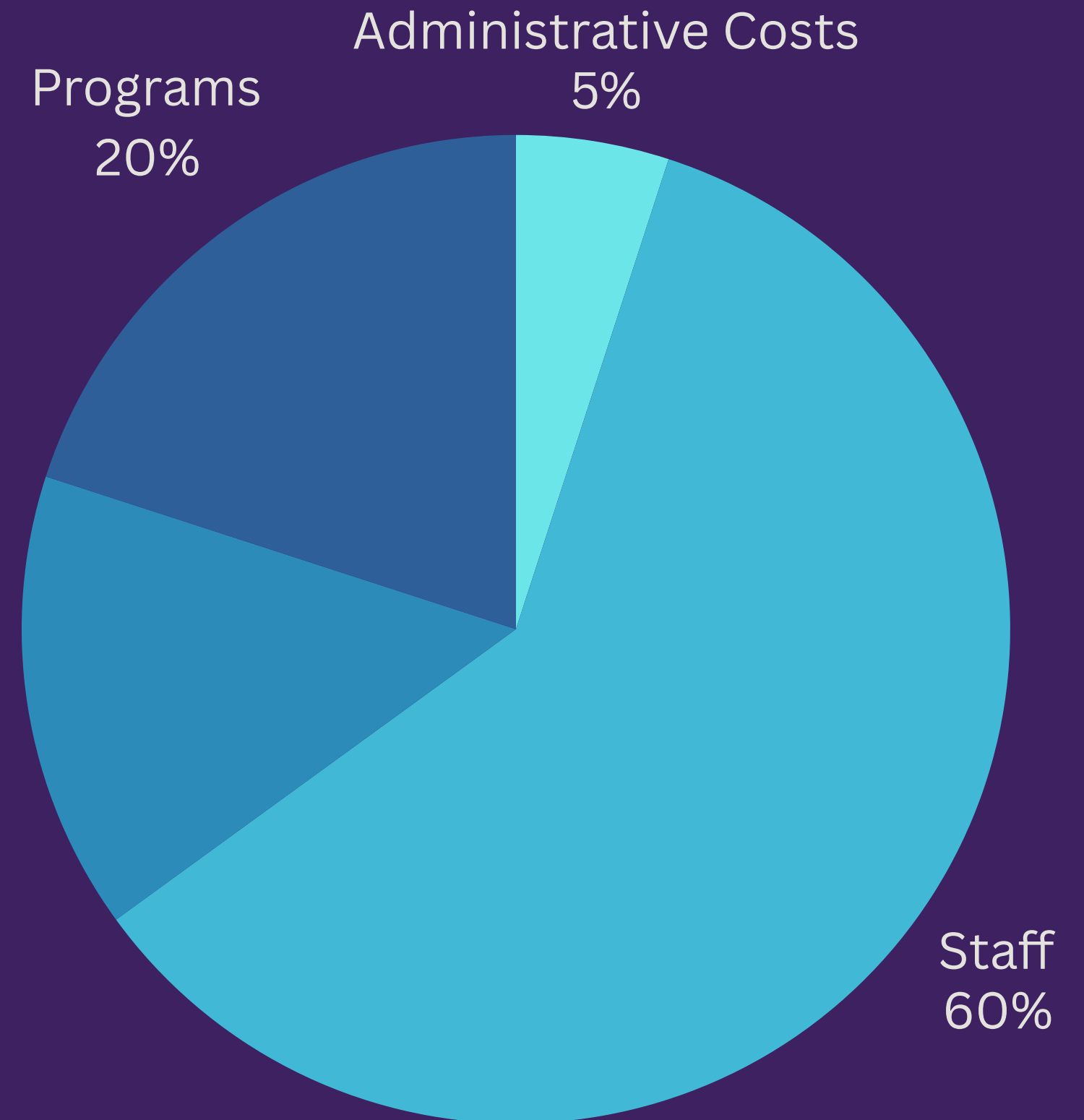


funding need

Need to raise **\$100,000 this fall** to help secure backcountry access for the future and continue our initiatives:

- provide shuttles to reduce canyon congestion
- advocate for backcountry parking
- fight against the gondola
- fight future development in backcountry terrain
- work to retain public access to Cardiff Fork
- continue to monitor trailhead usage
- represent the backcountry with decision makers
- produce educational podcasts
- watchdog helicopter guiding & snowmobiles
- keep the public informed through outreach
- host community events

Contract Work
15%



Please help us fight for backcountry access and terrain. We must protect the balance between undeveloped and developed terrain in our small but mighty mountains.

2025 - 2026 season fundraiser



Join the Wasatch Backcountry Alliance community—donors, friends, and fellow mountain lovers—for our second annual winter kickoff event!

This celebration unites the passionate Central Wasatch backcountry community to support our mission: protecting terrain and access for human-powered recreation.

We're at a critical crossroads. This event is more than a party—it's our biggest fundraiser of the year and essential to sustaining our advocacy work. Let's come together, build momentum, and keep the Wasatch wild.

event details

Date: October 9th, 2025

Time: 6:00 PM -9:00 PM

Location: Millcreek City Hall 6th Floor Ballroom
1330 E Chambers Ave, Millcreek, UT 84106

Tickets include: alcoholic beverages, appetizers,
opportunity drawing, keynote speakers

Capacity: 300 attendees



keynote speaker: Christian Beckwith

Christian made expeditions to Kyrgyzstan, Alaska, Peru and Tibet, skied the Grand Teton half a dozen times, and established numerous first ascents and descents around the world. In 2023, he was inducted into the 10th Mountain Division's Warrior Hall of Fame for services rendered to the Division. He lives in Jackson, Wyoming, with his wife and daughter.



keynote speaker: Christian Beckwith

The founder and executive director of [The Teton Climbers' Coalition](#), [Christian Beckwith](#) has spent more than thirty years immersed in the world of alpinism. He started his first climbing organization, The Wayward Mountaineers, and *The Mountain Yodel*, a climbing 'zine, soon after moving to Jackson, Wyoming, in 1993. In 1996, he became the youngest person to edit the world's premier mountaineering journal, [The American Alpine Journal](#). In 2002 he co-founded [Alpinist Magazine](#), an archival-quality climbing quarterly that Reinhold Messner called "the greatest climbing magazine in the world today." He has started and run two film festivals, The Alpinist Film Festival and [AlpinFilm](#); coordinated the [Teton Boulder Project](#), which developed a public bouldering park in downtown Jackson Hole; launched Outerlocal, a social media website for adventure athletes; and founded [SHIFT](#), a 501c3 non-profit organization dedicated to the advancement of nature as a determinant of health.

Christian Beckwith: NINETY-POUND RUCKSACK



Hosted by veteran alpinist and climbing historian Christian Beckwith, Ninety-Pound Rucksack is a podcast about the US Army's 10th Mountain Division and the dawn of America's \$1T outdoor recreation industry.

The 10th was an unprecedented unit of World War II climbers and skiers who trained for more than two years in the Colorado Rockies to fight the Axis powers in extreme cold and mountainous terrain. Not only did the Division's insertion into the war catalyze Germany's surrender; post-war, its veterans developed ski areas across America, started companies like NOLS and Nike and electrified the fields of conservation and wilderness education.

Informed by an advisory board of the Division's foremost experts, Ninety-Pound Rucksack examines the stories that made the unit famous as well as those history has forgotten. Equal parts real-time research, intimate conversation and revelatory journalism, the podcast illuminates the transformative power of the mountains to forge a collective identity among the mountain troops—and to ignite a passion for the outdoors that reshaped American society in the process.

2024 Summit Push

A successful inaugural fundraiser with a full house!



wba audience

INSTAGRAM

22.7K

Followers

FACEBOOK

8.4K 8.7K

Likes

Followers

EMAIL

2,986

Subscribers



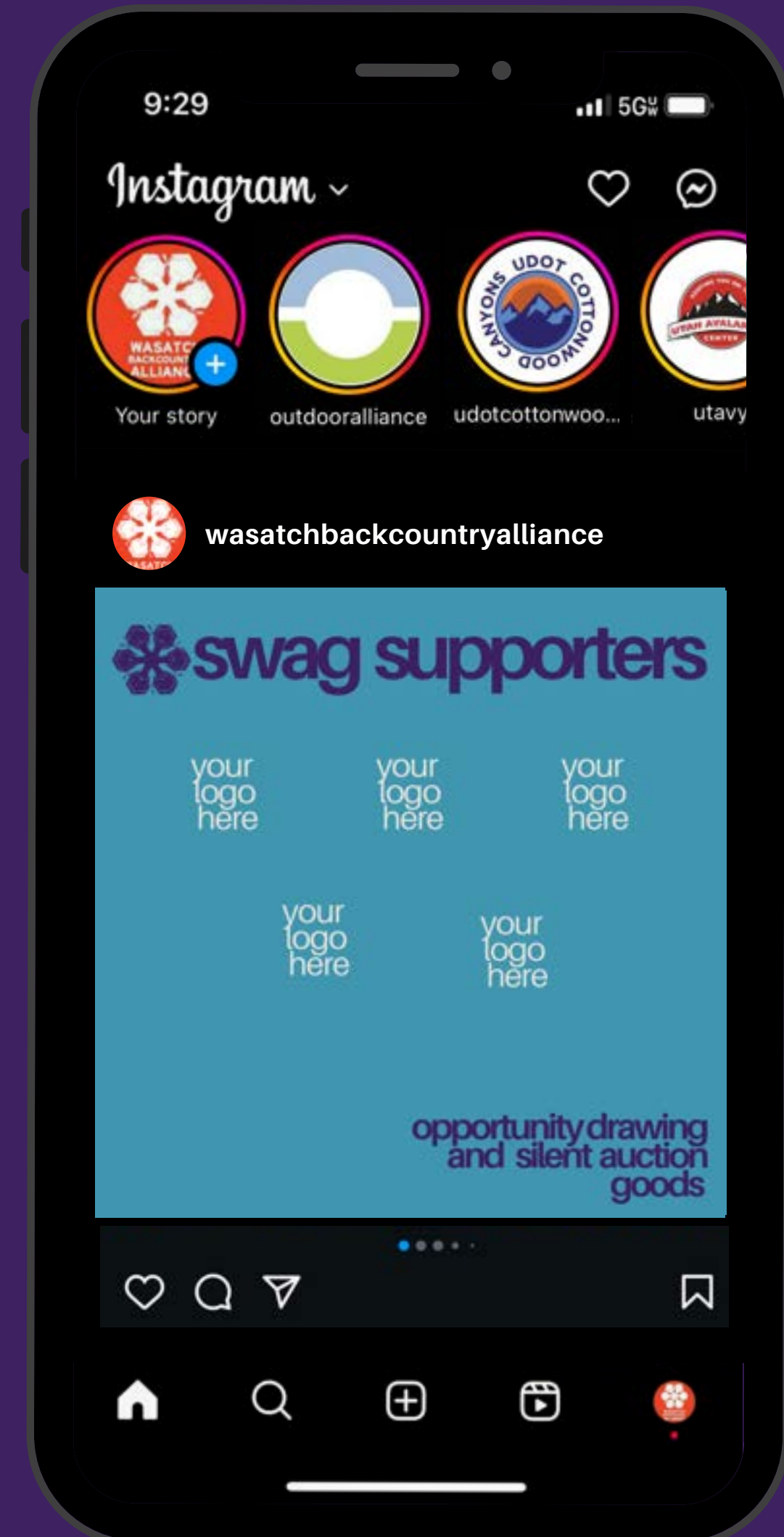
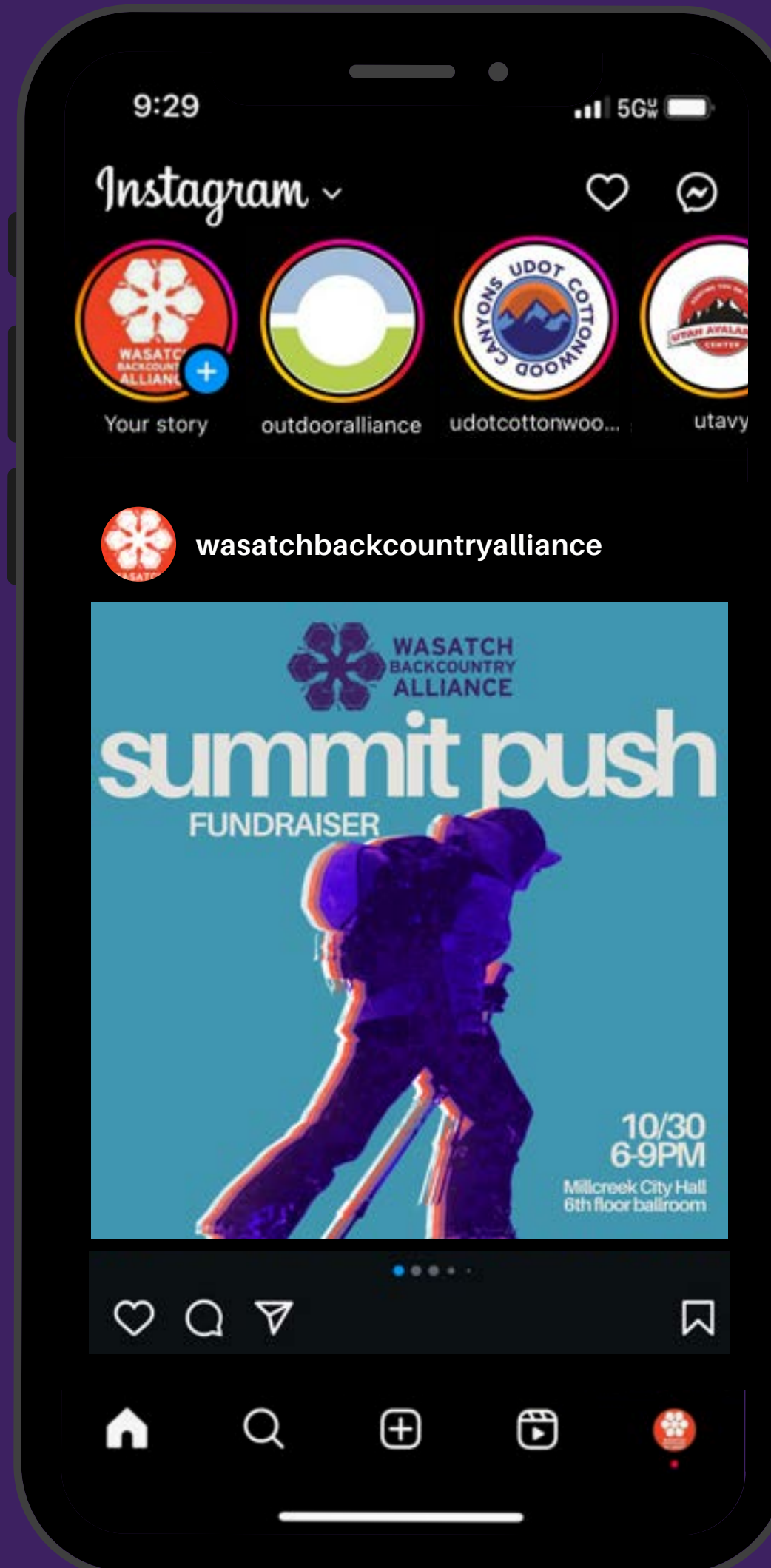
in-kind donations

We welcome donations of products and gift certificates we can use in drawings and silent auctions. Suggested **retail value of \$100 and up** to ensure impact to the organization. (Items may be bundled in packages.)

In-Kind Donation Perks:

We gladly offer "swag supporter" thanks in the form of social media callouts and newsletter mentions, as well as in a slide during cocktail hour at the event to help grow your brands' reach and stoke as a supporter of our local backcountry.

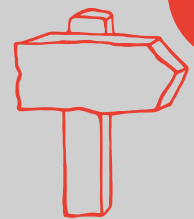
We will provide a receipt and proper documentation outlining the sponsorship details, which can be used for tax filing purposes. Contact us if you wish to make an in-kind donation.



sponsorship

Your sponsorship can be considered a tax-deductible marketing expense because of the advertising exposure. This aligns with IRS guidelines that allow businesses to deduct expenses that are ordinary and necessary in carrying out their trade or business, including marketing and advertising costs. We will provide a receipt and proper documentation outlining the sponsorship details, which can be used for tax filing purposes.

To review sponsorship details or pledge support, email dani@wasatchbackcountryalliance.org



TRAILHEAD SPONSOR

\$500

1. logo under “trailhead sponsor”
2. one dedicated sponsor post
3. one free event ticket



APPROACH SPONSOR

\$1,000

1. logo under “approach sponsor”
2. table/booth space at event
3. one dedicated sponsor post
4. two free event tickets



SUMMIT SPONSOR

\$2,000

1. logo under “summit sponsor”
2. table/booth space at event
3. logo+brand name featured in all event promotion
4. two dedicated sponsor post per month (September & October)
5. one dedicated sponsor reel per month (September & October)
6. event planning inclusion
7. four free event tickets

MASSIF SPONSOR

\$5K-\$10K

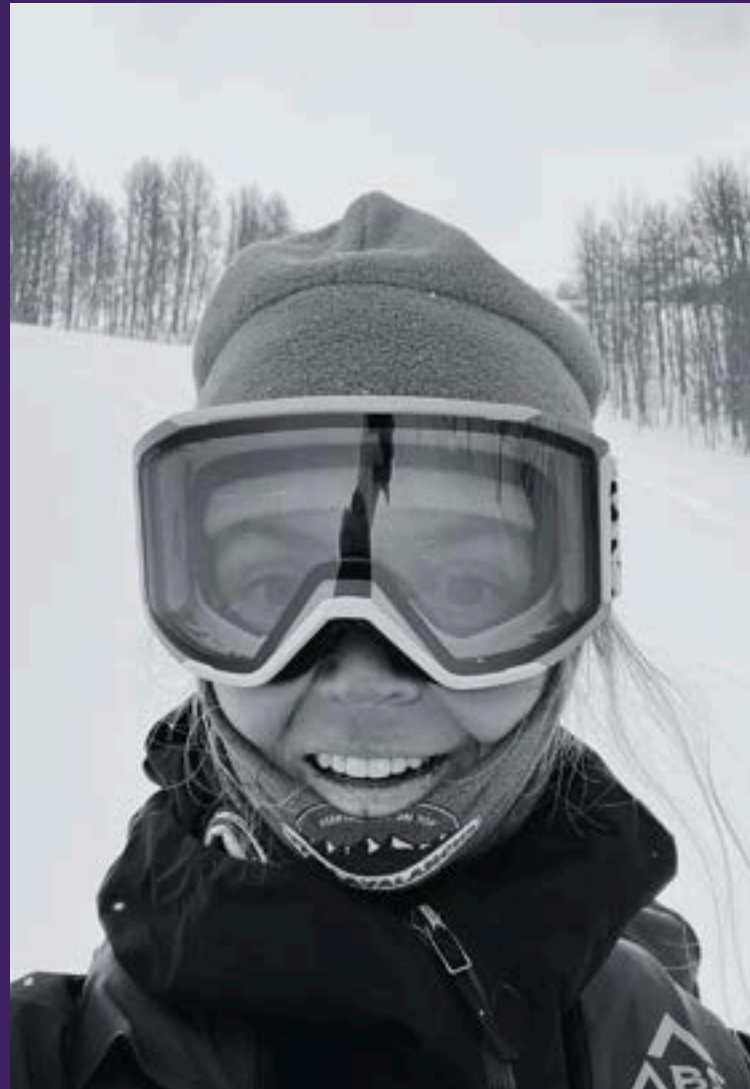
1. logo under “massif sponsor”
2. table/booth space at event
3. logo+brand name featured in all event promotion
4. five dedicated sponsor post per month (September & October)
5. three dedicated sponsor reel per month (September & October)
6. event planning inclusion
7. ten free event tickets
8. sponsor table

marketing deadlines

We gladly accept sponsorship and in-kind donations on a rolling basis. However, to make the most of this marketing opportunity commit by **August 30th** to be included in all advertising leading up to the event.



get in touch



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Together we can have a lasting impact.



venmo

Wasatch Backcountry Alliance 

@WasatchBackcountryAlliance



**OTHER WAYS TO
CONTRIBUTE**

Learn More

Read our annual reports,
showcasing our work.



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WBA is a registered 501(c)3 nonprofit

Nonprofit ID #: 46-3827060