



# burlington freestyle

Purveyors of equal shred: [burlingtonfreestyle.org](http://burlingtonfreestyle.org)

## Mission + Vision:

*Burlington Freestyle exists to provide scholarship-based action sports training to youth in the Burlington region, with an emphasis on mentoring and life-skills learning.*

In 2011, we envision a freestyle snowboard program that functions as a *team* of mentors, coaches, and mentee-athletes pursuing excellence in action sports skills, seeking to progress in competitive environments, and generally bettering their lives through the BFS experience.

### The "Why"

The premise is simple: freestyle snowboarders generally emerge from **mountain towns** and **mountain academies** because of easier access both geographically and financially; they rarely come out of more-distant **cities** like Burlington, especially because of the economic diversity in the city. With a special focus on underserved and at-risk youth in Burlington, our goal is to provide them with mentors *and* to provide them with access to snowboarding and snowboard coaching, so that the next generation of snowboarders – and even snowboarders atop podiums – would be BFS mentee-athletes.

### The "How"

In order to accomplish the goal of providing Burlington youth with access to competitive snowboarding, we are pursuing several key **partnerships**. First, we'll partner with established and respected **social agencies** in Burlington that will connect us with BFS candidates. Second, we will partner with the **Chill Program** in Burlington as a "next step" for those who successfully complete their introductory snowboard program. Third, we will partner with **Sugarbush Resort** to provide our youth with a world-class training venue at the Sugarbush Parks. And Fourth, we'll seek **individual and corporate sponsors** for additional support.

### ***A Focus on Coaching and Mentoring...***

The real power behind the BFS program is the fact that *we combine professional snowboard coaching with one-to-one mentoring.*

In our model, each rider is matched with a mentor, a trained and qualified adult with a desire to make a positive impact in a kid's life. These mentors ride with their mentee-athletes during individual sessions at Sugarbush, practicing freestyle skills and gaining life-skills in the process.

Then, in Team Sessions, all the mentee-athletes get together with the BFS Coordinator and Head Freestyle Coach for some serious training in the Sugarbush Parks. That's where the big snowboard skill progression goes down – along with preparation for competitions!

In this way, a truly well rounded and ultimately effective program for underserved and at-risk youth is provided in the action sports context!

## Partner with BFS!

If you would like to support the cause, we have several options available for both corporate and individual partnerships. The details are outlined below:

### Corporate Partners:

#### ***To Partner with BFS in a Starring Role...***

Company **donates** cash and/or product in the amount of \$2000 and above.

Company **receives** front-page + sponsor-page logo placement on website > mention in all print collateral > mention in all media coverage (including 7 Days thank you ad) > mention in TV or radio spots > placement on banner at all events > optional presence at all events > invitation to annual team banquet + ride day > placement on 2011 Team t-shirt.

#### ***To Partner with BFS in a Supporting Role...***

Company **donates** cash and/or product in the amount of \$500 – \$1999.



Company **receives** sponsor page logo placement on website > mention in all print collateral > invitation to annual team banquet + ride day.

### Individual Partners:

#### ***The Founder's Team...***

Individual **donates** cash in the amount of \$500 and above.

Individual **receives** mention in monthly newsletter, sponsor-page name placement on website, team photo, invite to annual team banquet + ride day.

#### ***The Vermont Team...***

Individual **donates** cash in the amount of \$100 - \$499.

Individual **receives** mention in monthly newsletter, mention on team blog, team photo, invite to annual banquet.

#### ***The Burlington Team...***

Individual **donates** cash in the amount of \$10 - \$99.

Individual **receives** mention in monthly newsletter, mention on team blog, team photo.

Burlington Freestyle | 150 Cherry St. | Burlington, VT 05401

All donations are tax-deductible. Burlington Freestyle, L3C, is a program of 150 Cherry St., Inc., a 501(c)(3) corporation.

