



# Make a mountain of difference!

Sponsorship Opportunities  
New Rental & Repair Shop



ANTHONY LAKES OUTDOOR RECREATION ASSOCIATION | NEW RENTAL & REPAIR SHOP  
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# Make a Mountain of Difference Campaign

*Situated high in the Elkhorn mountains and away from the hustle and bustle of larger areas, Anthony Lakes is a ski area like none other. As soon as you arrive, you know you're somewhere special. And when you visit, you become part of an outdoor recreation legacy that's lasted nearly a century.*

*Decades of winters have taken their toll on the buildings our skiers rely on. One of them – the rental and repair shop where we also outfit hundreds of local kids for winter adventures every week – needs to be totally replaced before it falls apart. It's time to start building for the next hundred years.*

## WHY TO GIVE?

To build a brand-new Rental and Repair Shop at Anthony Lakes.

## WHEN TO GIVE?

Now through autumn 2026, with grand opening in late autumn 2026.

## WHO ELSE IS GIVING?

Anthony Lakes is owned and operated by Anthony Lakes Outdoor Recreation Association (ALORA), a local nonprofit. With initial funding from **Travel Oregon**, the **Leo Adler Foundation**, and the **Wilson Family Foundation**, ALORA is seeking support from the community.

**Your business can help! Sponsor the Mountain of Difference Campaign today.**

## YOUR SUPPORT

**Builds a bigger, better rental & repair shop.**

**Adds ADA access to Anthony Lakes.**

**Gives our community's youth a chance to get outside.**

**Increases the number of kids our programs serve.**

**Extends a local legacy for a new century.**

**Creates winter memories for generations to come.**

**And even...**

**Expands the possibilities for spring, summer, and fall recreation, too!**



# Your Outdoor Partner

Our Make a Mountain of Difference Campaign is a unique opportunity for your business to demonstrate exceptional dedication to:

- Kids and families in our local community
- Responsible outdoor recreation
- The ski area we all know and love

*“Our small school has a crew of ski and snowboard enthusiasts who look forward to the winter season all year. The rental shop is a wild mess of kids trying to get their gear and get on the slopes. This building is in desperate need of an upgrade. Many of our students are low-income and ALORA really provides a lifelong love for these kids in the middle of the darkest and coldest months.”*

–Jaime Gustavson, Teacher & Ski Program Chaperone, Union High School



## SPONSORSHIP LEVELS

**LEAD SPONSORSHIP:** Join the campaign as the lead sponsor with a gift of \$50,000 or more. As the lead sponsor, you receive singular recognition both onsite and digitally, a designated role in the ribbon-cutting for the new building, **and get the opportunity to “Own the Mountain for a Day” during our 2026-2027 ski season** (estimated value \$6,000).

**Rock Garden Hero:** Donate \$10,000 and receive premium placement in the permanent donor recognition signage, and top logo placement on campaign materials.

**Trouble Creek Champion:** Donate \$1,000 or more receive priority placement in the permanent donor recognition signage, and logo placement on campaign materials.

**Powder Friend:** Donate \$100 or more and you will be included in the permanent donor recognition signage.

## SKI FOR THE HEALTH OF IT PROGRAM NUMBERS

- 300+ winter youth participants
- 50% first-time skiers & snowboarders
- Nearly 30 school & district partners
- 17,500 hours of outdoor recreation
- 1 building in need of replacement

## ANTHONY LAKES BY THE NUMBERS

- 30,000+ visitors each year
- 150 seasonal staff and volunteers
- Over \$2m in community expenditures, including local, living wages

To discuss your partnership for Anthony Lakes Mountain of Difference Campaign at any of the levels described above, or to set up a customized sponsorship, including ongoing program support and volunteer opportunities, please email:

**Peter Johnson**, President  
[pjohnson@anthonylakes.com](mailto:pjohnson@anthonylakes.com)

**Chelsea Judy**, Marketing Director and Controller  
[chelsea@anthonylakes.com](mailto:chelsea@anthonylakes.com)

**Megan Keating**, Operations Director  
[megan@anthonylakes.com](mailto:megan@anthonylakes.com)



**Before**



Your sponsorship is tax-deductible to the extent allowed by law. Our tax ID is 20-1688621.

**Your support  
makes all the  
difference.**

**We need you!**

*ALORA's mission:*  
*To enrich and improve the lives of Baker, Union, Grant, Wallowa, and Umatilla County residents, especially youth, through enhancing local, year-round outdoor recreational opportunities, focusing on stewardship, education, and promotion of outdoor activities, and ensuring that all opportunities/activities are provided in an affordable manner.*

