



Make a mountain of difference!

Sponsorship Opportunities
New Rental & Repair Shop



ANTHONY LAKES OUTDOOR RECREATION ASSOCIATION | NEW RENTAL & REPAIR SHOP
1828 Main St • Baker City, OR 97814 • info@anthonylakesora.org

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

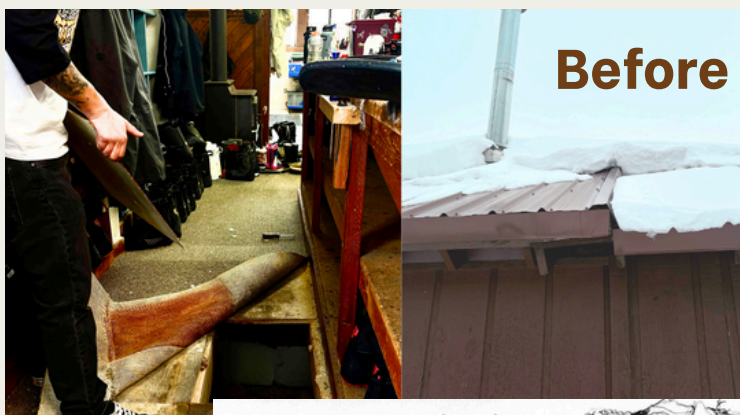
- 30,000+ visitors each year
- 150 seasonal staff and volunteers
- Over \$2m in community expenditures, including local, living wages

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

Chelsea Judy, Marketing Director and Controller
chelsea@anthonylakes.com

Megan Keating, Operations Director
megan@anthonylakes.com



Before



After

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.

