

ROCKY MOUNTAIN WILD'S
WILD I-70 AUDIO TOUR
SPONSORSHIP OPPORTUNITIES



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WILD I-70 AUDIO TOUR SPONSORSHIP OPPORTUNITIES LEVELS AND BENEFITS

If you live in Colorado, you travel the I-70 mountain corridor. This 144 mile stretch of road, from Golden to Glenwood Springs, takes us to the mountains to hike, bike, ski, shop, vacation, and work. It is a vital part of our Colorado lifestyle. But, most of us rarely think about how this road impacts the wildlife and wild lands we are traveling to see.

The Wild I-70 Audio Tour introduces listeners to the wildlife and environments beyond their windshield. Quirky stories, unusual facts, and science help explain how lynx, wolves, humans, and more all use this important movement corridor.

AUDIO TOUR SPONSOR (sponsor the full audio tour)

Cost: \$2,500, plus commitment to co-market the audio tour.

Benefits:

- Logo on the Home Page of the Wild I-70 website (listed as “Brought to you by:”)
- Business or organization location marked on audio tour interactive map (if along corridor)
- Logo on print promotional materials including rack cards at visitor centers, posters, and bag stuffers
- Logo and website link included in the audio tour app
- Exclusive social media mentions (Facebook, Twitter, Instagram)
- Audio tour sponsor benefits run for one year

SEGMENT SPONSOR (sponsor one segment of audio tour)

Cost: \$500, plus commitment to co-market the audio tour.

Benefits:

- Listing as a segment sponsor on the Wild I-70 website
- Business or organization location marked on audio tour interactive map (if along corridor)
- Mention before one segment of audio tour (“This segment of Wild I-70 is brought to you by...”)
- Social media mentions (Facebook, Twitter, Instagram)
- Segment sponsor benefits run for one year

**For more information about sponsorship, please contact
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