



www.csac.org

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A few of our awards:

	Internet Guide Award
	Links2Go "Winter Sports" Award
	L.A. Times Pick Award
	Kodiak Award From Kodiak's Wilderness Area and Preserve
	ENC Digital Dozen From Eisenhower National Clearing House
	USA Today HotSite
	Netguide Gold Award From Netguide magazine.

Serving the public online

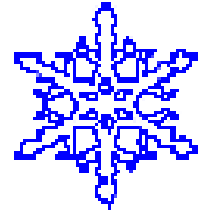
since 1994 !!

The CSAC remains the largest and most comprehensive avalanche information resource online, with over 1500 pages of interesting, useful, and potentially lifesaving information.

The CSAC has 501 (c) 3 designation in the USA
CSAC Canada is registered as a charity with Revenue Canada



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About the Avalanche Center

The CSAC Avalanche Center is the oldest, largest and most established internet resource for avalanche safety and science information. In the seven years we have been online we have experienced tremendous growth. We continue to serve the winter recreation community, the avalanche professional community, educators and the general public around the world.

The project began in 1994, before most people had heard of the internet. The world-wide-web was poorly established and during the first season we made a few select advisories and limited educational information available using the University of Utah gopher server. In 1995 we incorporated as a public-benefit nonprofit in Oregon, and we moved onto the web with resources provided by Computer Science Outreach Services of Oregon State University (now PEAK, Inc.). Even during that first season on the web our audience was primarily educational users (.edu sites). Today we serve the general public, with accesses from well over 100 countries in any given month. The largest numbers of users today are from .com and .net domains.

Our history predates the current dot-com hype. We were online before any of the big sites of today, and we are likely to outlive many of them. Larger high-profile sites have already come and gone while we continue our steady growth. We are not after quick or large (or any) profits but continue to work on providing a public service.

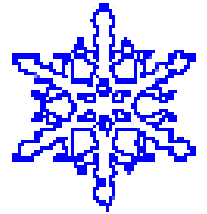
What Sets the CSAC Apart

- The CSAC Avalanche Center is the only international organization devoted entirely to snow avalanches. We are currently established with non-profit designations in both the US and Canada and continue to strengthen our presence in Europe. We are also widely used in New Zealand.
- We are not a professional society. The CSAC has no identity crisis over who we are and whom we serve. Our primary goal has always been to serve the general public and we continue to operate with this as our vision.
- Due to our long history on the internet we are very well established. We have thousands of links to our site, and we link to over 1000 external addresses. We are the only snow avalanche resource which repeatedly comes up in discussions on numerous USENET discussion groups.
- We continue to maintain the largest and most comprehensive database of both accidents and of avalanche courses. Others, including the AAAP, have reposted information from both of these databases. But the CSAC Avalanche Center is the reason this information exists electronically in one place.





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The Importance of Avalanche Information

Snow avalanches are the single greatest threat to mountain recreationists in winter. The growth in backcountry use continues to skyrocket, and as a result so does the number of people at risk. While many are quick to promote mountain recreation there is significantly less interest in promoting safety awareness and education.

The CSAC Avalanche Center believes that more resources promoting mountain safety are essential in order to enable people to make informed choices in the backcountry and in the planning stages. We do not believe that the solution is to avoid popular backcountry activities. The CSAC is run by a small number of dedicated individuals with backgrounds in mountain guiding, education, science and outdoor retailing. While we support outdoor recreation we feel that the increasing number of avalanche fatalities is a direct result of inadequate support for safety resources.

Avalanche fatalities today are most commonly related to recreation. Most parties involved trigger the avalanche themselves. Many accidents could have been prevented by basic awareness of the current conditions and of the potential consequences. Thus our emphasis is on promoting awareness.

Why Corporate Sponsorship is so Important

We pre-date the dot-com hype of today and are a 501c3 organization in the US (and a registered charity with Revenue Canada). We are not looking to turn a quick profit or to become a major online “network” channel. However, we do incur significant expenses in the operation of such an important, established, and international resource which is so comprehensive.

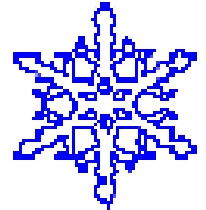
In order to pay the expenses involved in our operation we rely on numerous sources. Corporate sponsors are an important part of making so much avalanche information publicly available. Industry needs to be behind this resource to keep it going. *Our users know this; they do pay attention to who sponsors the project and who doesn't.* Industry is promoting winter recreation, it needs to promote safety as well.

While industry is an important part of making the CSAC Avalanche Center possible we are not relying on corporate sponsors for all of our funding. Your support will be supplemented by other sources of revenue to allow for the greatest return to the public. We retail avalanche safety related items, hold a large fundraising auction each fall, and seek voluntary individual contributions. Essentially all of the work behind the project for the past six years has been contributed as volunteer efforts since we cannot support a payroll.





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Benefits of Corporate Sponsorship

- Sponsors logos/banners are displayed, linked to their own sites, on our major section pages. These are the highest traffic pages serving as “gateways” to specific types of information.
- Sponsors are recognized on our Sponsors web page, with a link
- Each sponsor will be recognized in one or more of our updates, which we mail to our own opt-in list and also post to numerous discussion groups
- Sponsors may use the CSAC name and logo for promotional purposes
- The CSAC maintains a special mailing list for sponsors to keep you informed of our progress, new projects, etc
- All employees or members of the sponsors organization may use those website and e-mail resources which are reserved for contributors
- You will be reaching a ***targeted audience*** consisting primarily of people who participate and/or are interested in outdoor recreation.

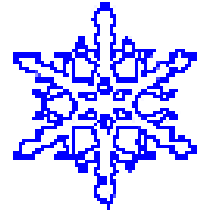
We have several new projects planned pending adequate funding. New projects will lead to additional exposure for sponsors. However, since these new projects depend on adequate resources and are not yet finalized we cannot make specific promises concerning them at this time.

Sponsor graphics on the CSAC website appear at the top of pages, they don't sprawl on at the bottom where they go unnoticed. They are on the CSAC server, eliminating the concerns of privacy which have become prevalent concerning ad-servers. This also means they are not eliminated by ad blocking software. All graphics have alternate text, for viewers using text browsers or who have turned their graphics off for faster surfing.





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Levels and Types of Sponsorship

Basic Corporate Sponsorship

Your logo is displayed in a rotation on all major section pages, linked to your website. The home page is excluded. You are recognized on our sponsors page with text linked to your website. You will be recognized in at least one of our updates.

Patron Corporate Sponsorship

Your logo is displayed in a rotation on all major section pages, including the home page. You are recognized on our sponsors page with a logo or banner linked to your web site. You will be recognized in at least two of our updates. Patron sponsors will be listed above, and/or more prominently than, basic sponsors.

Page-Specific Sponsorship

It is still possible to sponsor a specific web page, as in the past. Your banner appears on that page every time it is served, not in a rotation. (And it does not rotate on other non-sponsored pages.) Rates are set according to the page traffic. Page sponsors are exclusive by product line, only one page-specific sponsor per product line will be allowed on any given page.

Our page rates were set for the 1999-2000 season using a CPM rate of \$10 to \$25. Despite an increase in site traffic the rates have not changed since that time. Rates for the season start at \$150 for our lowest traffic sections but span a wide range.

More Information

For further information on rates please contact us at the e-mail address, phone or address at the top of the page.

