## SPARADOX SNILE

### **GOAL:**

# GROW & DIVERSIFY THE SPORT OF CLIMBING.







#### WHAT WE WILL COMMIT TO

#### WHAT YOU WILL COMMIT TO

- National promotion of the campaign across:
  - A digital content series we create for each Paradox Mile campaign
  - Paradox's social media channels both Facebook and Instagram
  - Paradox Sports's website and email database
  - Paradox Sports's athletes & their social media accounts
- A dedicated webpage on paradoxsports.org, with all participating gyms listed, linking out to each gym campaign page.
- Supplying gyms with Paradox Mile event promotion materials:
  - Collateral:
    - Printable poster file
    - Registration and fundraising pages that link back to the gym website (Paradox will process all donations)
    - Paradox Mile participant tracking sheets
    - Digital assets (both our web content series for you to share & social media assets for you to promote the campaign)
    - Paradox Mile Finisher t-shirts for individuals who complete the challenge
  - Swag / stickers
  - Product for raffles and/or giveaways

- Coordinate your gym's official participation with Paradox Sports
- Host a Paradox Mile kick-off event, for a minimum of 3 hours
- Host a Paradox Mile Finisher event to distribute t-shirts and raffle sponsor gear
- Recruit gym members to participate in the Paradox Mile via signage in the gym, email blasts, and other announcements
- Collect participant tracking sheets
- Include links to the gym's Paradox Mile campaign and www.paradoxsports.org on your website
- Use the set campaign collateral and aligned event branding
- Contribute raffle items and other Paradox Mile Finisher prizes, if applicable
- Gym promotions of Paradox Mile via social media channels
- Share photos with Paradox Sports and on social media throughout the campaign
- Group photo at the Finisher Event!

## ADDITIONAL OPPORTUNITIES

The Paradox Mile is a community building campaign in itself. If you'd like to elevate the activation at your gym, here are some of our suggestions:

- Music (live or other)
- Food & Beverages
- Climbing Games
- Kick-off or Closing Party hosted by Paradox Sports athletes
- Additional Philanthropic opportunities:
  - Work with local not-for-profit organizations to increase access e.g. bring in a group of adaptive climbers from your local VA program, etc
  - Any additional gym programming that supports inclusivity within climbing





#### **GYM BENEFITS INCLUDE...**

An easy and fun way to support a charity or cause while building community within your gym.

National recognition in the climbing community.

Photo opportunity with check presentation.

Gyms that demonstrate effort, enthusiasm, and community support of adaptive climbing during the Paradox Mile campaign will be considered for Adaptive Climbing Initiative scholarships.

We'll select two gyms nationally to win a visit from one of our Paradox Ambassadors for the Finisher Event.





"I had no idea this would be such a success. I'm very proud of the way the Rock Climb Fairfield community has come together to support Paradox."

**Matthew Conroy Manager Rock Climb Fairfield** 



#### TO HOST

If you would like your gym to be one of the official Paradox Mile partner, please confirm your campaign at least 30 days prior to the kick-off.

To register, get more information and/or questions, please contact Development Manager Becky Lindstrom: becky@paradoxsports.org

#### Past Paradox Mile Hosts:



















