GOAL:

GROW & DIVERSIFY THE SPORT OF CLIMBING.
THE PARADOX MILE

ONE MONTH.
5280 VERTICAL FEET.
JOIN US...
<table>
<thead>
<tr>
<th>WHAT WE WILL COMMIT TO</th>
<th>WHAT YOU WILL COMMIT TO</th>
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<tbody>
<tr>
<td>• National promotion of the campaign across:</td>
<td>• Coordinate your gym’s official participation with Paradox Sports</td>
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<td>• A digital content series we create for each Paradox Mile campaign</td>
<td>• Host a Paradox Mile kick-off event, for a minimum of 3 hours</td>
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<td>• Paradox’s social media channels – both Facebook and Instagram</td>
<td>• Host a Paradox Mile Finisher event to distribute t-shirts and raffle sponsor gear</td>
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<td>• Paradox Sports’s website and email database</td>
<td>• Recruit gym members to participate in the Paradox Mile via signage in the gym, email blasts, and other announcements</td>
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<td>• Paradox Sports’s athletes &amp; their social media accounts</td>
<td>• Collect participant tracking sheets</td>
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<td>• A dedicated webpage on paradoxsports.org, with all participating gyms listed, linking out to each gym campaign page.</td>
<td>• Include links to the gym’s Paradox Mile campaign and <a href="http://www.paradoxsports.org">www.paradoxsports.org</a> on your website</td>
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<td>• Supplying gyms with Paradox Mile event promotion materials:</td>
<td>• Use the set campaign collateral and aligned event branding</td>
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<td>• Collateral:</td>
<td>• Contribute raffle items and other Paradox Mile Finisher prizes, if applicable</td>
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<td>• Printable poster file</td>
<td>• Gym promotions of Paradox Mile via social media channels</td>
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<td>• Registration and fundraising pages that link back to the gym website (Paradox will process all donations)</td>
<td>• Share photos with Paradox Sports and on social media throughout the campaign</td>
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<td>• Paradox Mile participant tracking sheets</td>
<td>• Group photo at the Finisher Event!</td>
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<td>• Digital assets (both our web content series for you to share &amp; social media assets for you to promote the campaign)</td>
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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:
THANK YOU

PARADOX SPORTS