

300 South Batch Plant Road
Jackson, WY 83001

TCSAR FOUNDATION



@TetonCountySAR

Instagram / Facebook / Twitter

Photo: Arden Oksanen

The TCSAR Foundation is a nonprofit that supports TCSAR volunteers through direct support, community education and advocacy in Jackson Hole, Wyoming.



TETONCOUNTYSAR.ORG

OVERVIEW



THE FOUNDATION WAS CREATED IN 1993

and transformed to its current state in 2012 to help support the creation of the TCSAR facility located off of Hwy 22 in Jackson, Wyoming.

THE TETON COUNTY SEARCH AND RESCUE FOUNDATION WORKS IN MULTIPLE CAPACITIES

to keep locals and visitors safe in the Jackson Hole backcountry. The Foundation's first priority is to support a team of TCSAR volunteers with the essential tools, training and resilience in order to respond to backcountry accidents all year long. Further, the Foundation conducts proactive measures to provide the community with safety

awareness, outdoor education and advocacy to create better outdoor experiences for all. Through the community project Backcountry Zero, the Foundation seeks to provide locals and visitors the resources they need to prevent rescues from happening in the first place.

DIRECT SUPPORT

EDUCATION & OUTREACH

ADVOCACY

TETONCOUNTYSAR.ORG

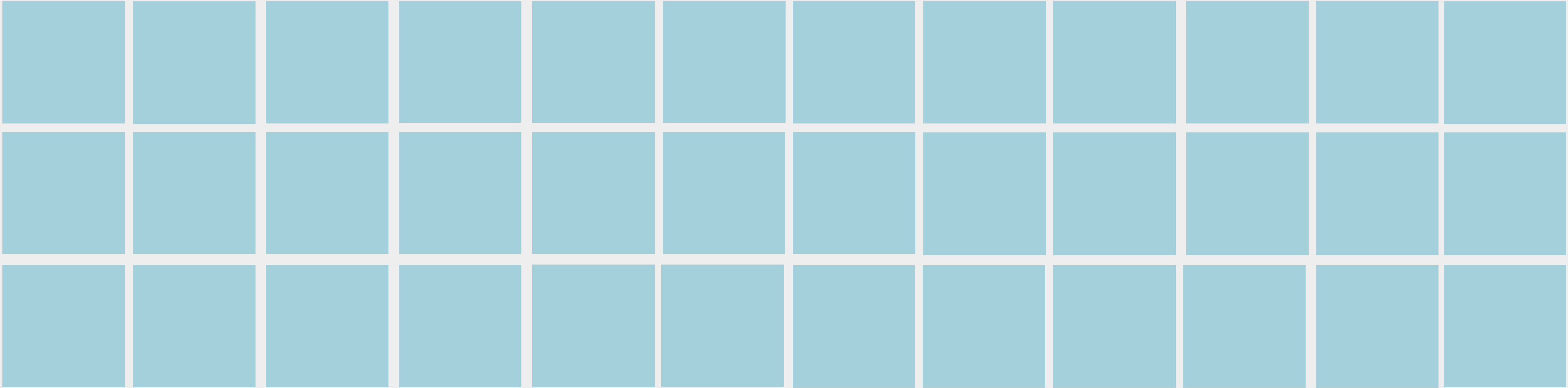
BACKCOUNTRYZERO.COM

DIRECT SUPPORT

RESPOND to 80-100 rescues annually.
TRAIN upwards of 10,000 hours annually.
COMMUNITY SERVICE over 400 hours annually.

24/7

TCSAR VOLUNTEERS CONTRIBUTE THOUSANDS OF HOURS OF SERVICE TO MAKING JACKSON HOLE A BETTER PLACE.



WAYS TO SUPPORT VOLUNTEERS

EQUIPMENT PURCHASES

ADVANCED TRAINING SCHOLARSHIPS

TEAM MEALS

NEW CLASS SPONSOR

For more information, visit our [2021 Wishlist](#), or contact us directly so that we can tailor your options.

EDUCATION & OUTREACH



MISSION

Through the TCSAR Foundation, Backcountry Zero reaches hundreds of adults and children every year with outdoor education and safety skills. Many workshops utilize partnerships with other local nonprofits and agencies that lend their specific expertise to the greater cause: eliminating fatalities and serious injuries in the Jackson Hole backcountry.

"WYSAW presents our local avalanche community a great opportunity for continuing education from people outside of our normal sphere of influence. The variety and quality of the presenters over the past few years has been exemplary and I incorporate lessons that I have learned from many of them in my everyday practice."

DON SHARAF,

avalanche educator and
co-owner of American Avalanche Institute

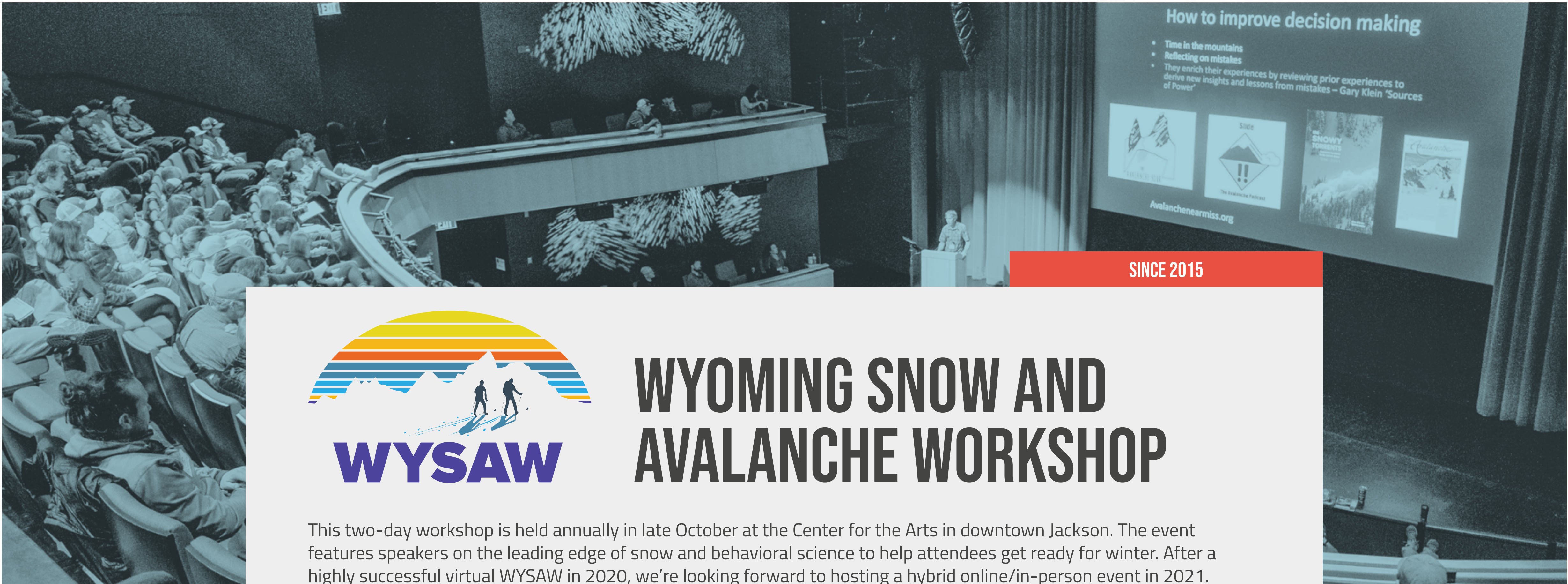


WYSAW

WIYP

PSAR

BACKCOUNTRYZERO.COM

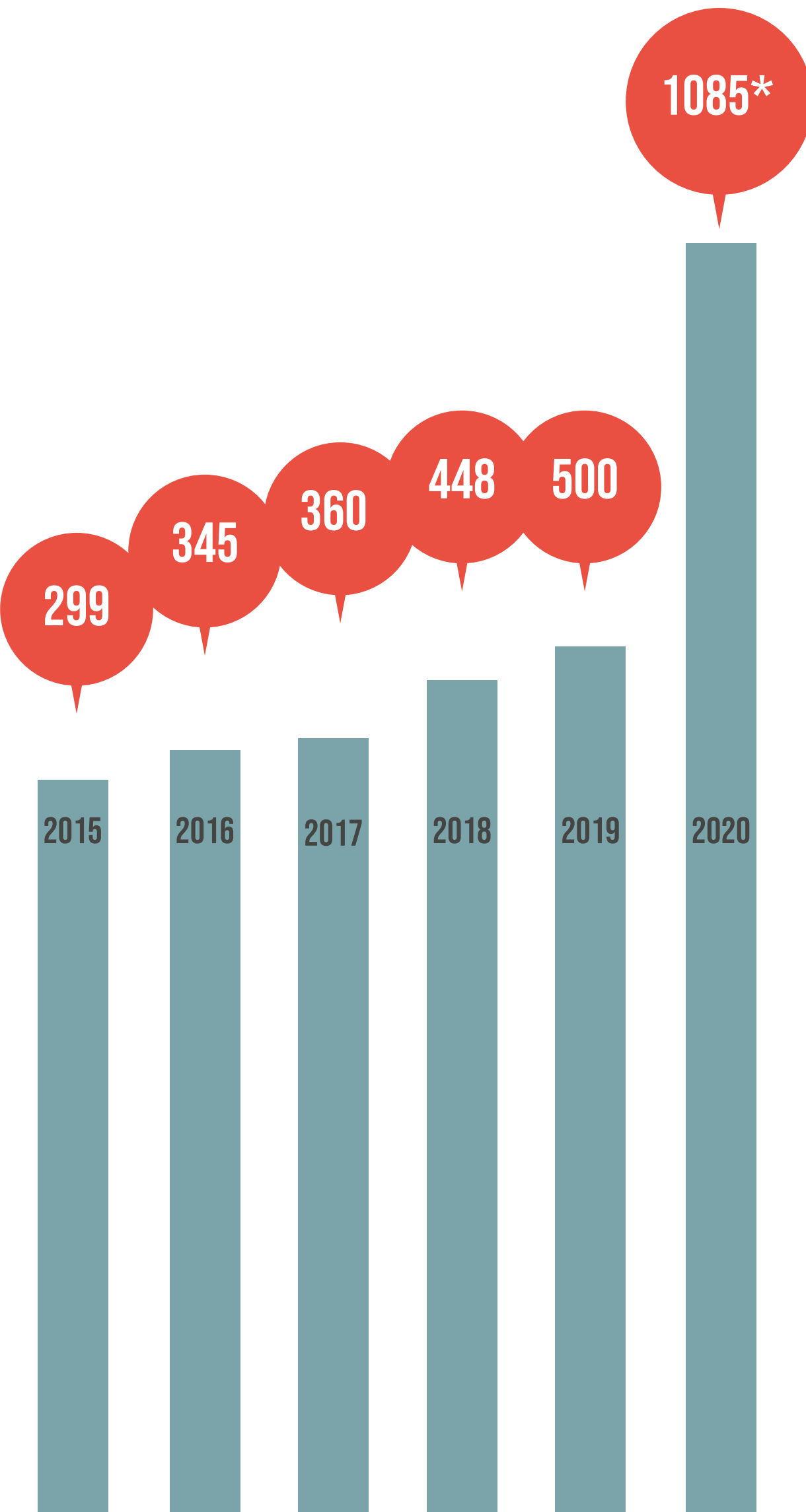


WYOMING SNOW AND AVALANCHE WORKSHOP

This two-day workshop is held annually in late October at the Center for the Arts in downtown Jackson. The event features speakers on the leading edge of snow and behavioral science to help attendees get ready for winter. After a highly successful virtual WYSAW in 2020, we're looking forward to hosting a hybrid online/in-person event in 2021.



ATTENDANCE GROWTH SINCE 2015



WYSAW 2021 SPONSORSHIP

1

VENDORS \$200, PLUS \$200 WORTH OF RAFFLE PRIZES:

Includes a spot in our vendor fair, a 30-second video to be shared during the event, and a social media post leading up to WYSAW. Logo and website link will also be featured in our program.

2

PEAK SPONSORS \$1,000:

Includes vendor benefits, plus logo/branding on all marketing materials. A company description blurb will be published in our program with a link to your website.

3

GRAND SPONSORS \$2,500:

Peak sponsor benefits included but with bigger placement of logos, and two shoutouts on social media.

4

TITLE SPONSORS \$5,000+:

All of the above plus premier space on posters and a 5-minute slot during WYSAW for a relevant presentation or advertisement.

*VIRTUAL AUDIENCE

WHAT'S IN YOUR PACK

Our most popular workshops, WIYP are held in small group settings, with separate classes for adults and youths. Offered summer and winter, these workshops allow attendees to engage with TCSAR sponsors on a personal level.

SPONSORSHIP PER CLASS: \$500 CO-SPONSOR; \$1,500 EXCLUSIVE

**INCLUDES LOGO PLACEMENT ON ALL MARKETING MATERIALS, FLYERS, AND POSTERS.
MENTIONS AND TAGS ON SOCIAL MEDIA POSTS RELATED TO YOUR SPONSORSHIP.**



350 KIDS



CLASSES FOR ADULTS, TEENS AND YOUTH



PREVENTATIVE SAR CLASSES

In addition to WIYP classes, the Foundation offers an array of workshops on different topics, such as beacon search clinics, mountain bike safety, avalanche safety, swiftwater rescue, and backcountry decision-making. Classes are similar in size to WIYP.

SPONSORSHIP PER CLASS: \$500 CO-SPONSOR; \$1,500 EXCLUSIVE

**INCLUDES LOGO PLACEMENT ON ALL MARKETING MATERIALS, FLYERS, AND POSTERS.
MENTIONS AND TAGS ON SOCIAL MEDIA POSTS RELATED TO YOUR SPONSORSHIP.**



1379 TOTAL PARTICIPANTS

“THE PRESENTER’S APPROACH WAS EXCELLENT. I LIKED THE REVIEW AND RATINGS OF CURRENT GEAR, NECESSITY OF UPGRADING GEAR, HANDS-ON REVIEW OF HOW TO USE GEAR YOU HAVE. VERY PRACTICAL.”

ADVOCACY



MOBILE APP

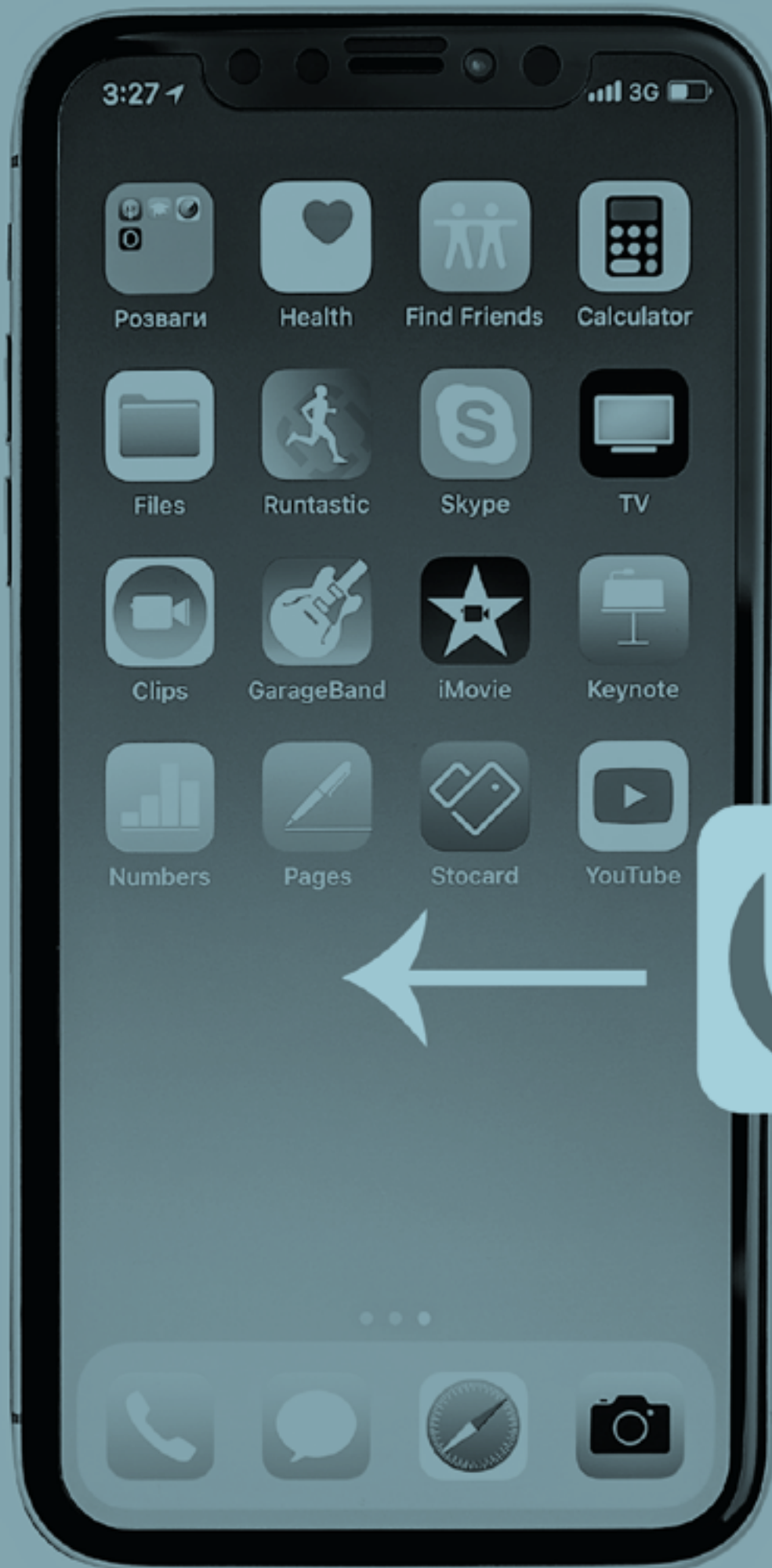


PODCAST

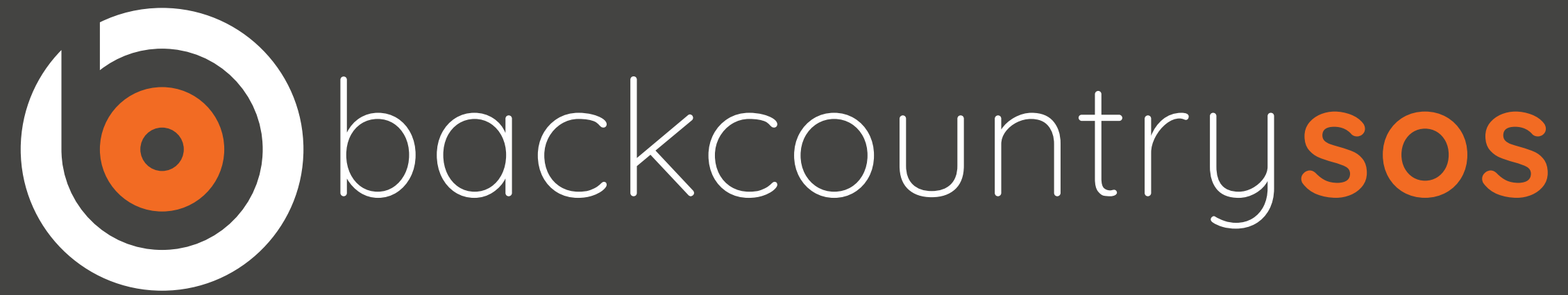


BC GATE SURVEYS

JOIN US TO REDUCE FATALITIES AND
SERIOUS INJURIES IN THE TETONS.



6,280 ALL-TIME DOWNLOADS



Launched by the TCSAR Foundation in 2018, BackcountrySOS is a free app for your smartphone that allows users to quickly contact emergency dispatch with an exact location.

The app is live in **six** Wyoming counties

- Albany
- Carbon
- Natrona
- Park
- Sweetwater
- Teton

and **two** counties in Idaho

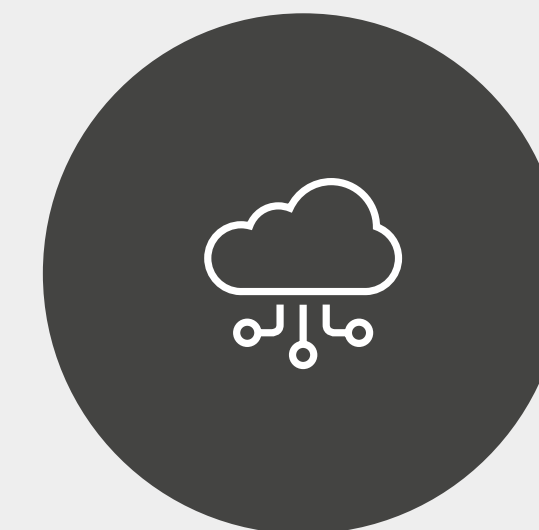
- Blaine
- Boise

and **one** county in Montana

- Meagher

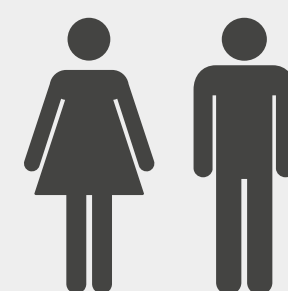


DOWNLOAD THE APP



BRING BACKCOUNTRY**SOS**
TO YOUR COUNTY

The Foundation can help you navigate the logistics of different carriers to get BackcountrySOS available in your county.



2 LIVES SAVED

BackcountrySOS app has been used to save the lives of two people in backcountry emergencies.



 AIRS ON KHOL 89.1 FM EVERY THURSDAY AT 2 P.M.

IN EACH EPISODE OF THE FINE LINE PODCAST, FIRST-RESPONDERS ARE JOINED IN THE STUDIO BY THE PEOPLE THEY SAVED TO DISCUSS THE ORDEAL FROM THEIR RESPECTIVE POINTS OF VIEW. THE RESULT IS A COMPELLING NARRATIVE OF MOUNTAIN ADVENTURE, RISK ASSESSMENT AND CONSEQUENCE.

SPONSORSHIP:

**\$1,000 PER EPISODE
\$5,000 ANNUALLY**

30-second message about your organization during each episode.

Mentions and tags on social media posts related to your sponsorship.



Spotify



SOUNDCLOUD



**36 EPISODES
5000 LISTENS PER EPISODE**

DON'T KNOW DON'T GO

WATCH

SINCE ITS LAUNCH IN 2015, THE FOUNDATION'S BACKCOUNTRY GATE SURVEY PROGRAM AT JHMR HAS COLLECTED DATA FROM MORE THAN 3,000 SKIERS AND SNOWBOARDERS.

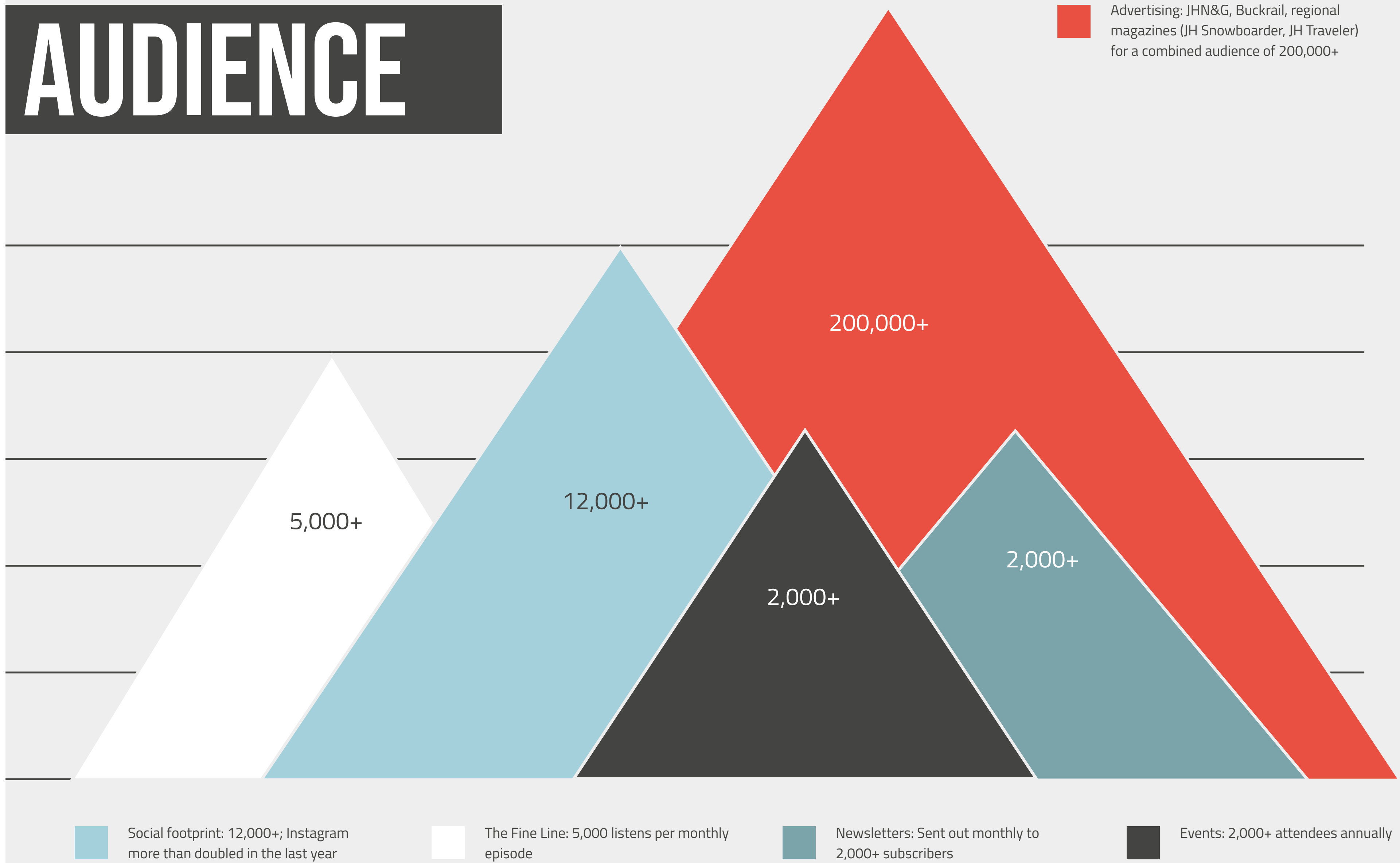
It is the only program of its kind in the United States, and we rely on sponsorship support to make it happen.

IN THE MEDIA |

AS BACKCOUNTRY RECREATION HAS EXPLODED IN THE GREATER YELLOWSTONE AREA, TCSAR IS REGULARLY HIGHLIGHTED IN LOCAL AND NATIONAL MEDIA.

[Backcountry Magazine](#) (2/11/20); [Jackson Hole Magazine](#) (Winter 2020); [Snowboarder Magazine](#) 4/2/20; [KHOL 89.1 FM](#) (2/10/21); [Jackson Hole News & Guide](#) (3/3/21); [Deseret News](#), (10/22/2020); [The Washington Post](#), (3/25/2021)

AUDIENCE



OUR TEAM

Teton County Search and Rescue Foundation Staff



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