

# Sponsorship Prospectus 2023



# What MSC does



Incorporated as a not-for-profit organisation in 2017, Mountain Safety Collective (MSC) compiles free daily **Backcountry Conditions Reports** with observations provided by a **network of backcountry professionals** in Victoria and NSW.

Our reports adhere to **international best practices** and are designed to help users **make informed decisions about their backcountry activities**. We supplement these reports with a range of educational content, events, guides, maps and partnerships.



# Why MSC is needed



Winter 2022 proved the potential for Australia to experience **significant avalanche cycles**, with some of the **largest avalanches** observed in living memory.

Combined with the **ever-present hazards** of blizzard, exposure, whiteout navigation and slide-for-life ice falls, MSC's daily reports play a crucial role in ensuring the rapidly growing backcountry community have accurate and timely information from which to make informed decisions for their tours.



# Core activities



As **backcountry access rapidly increases**, MSC's mission is to **inform and educate the backcountry community**, helping people **make good decisions** for their activities. We do this through:

- [Daily Backcountry Conditions Reports](#)
- [Online educational content](#)
- [Maps and Guides](#)
- Educational events and support for [backcountry festivals](#).
- Installing and maintaining [Avalanche Training Centres](#) in key locations



# Engagement & Reach



# Audience



MSC's primary audience is anyone engaged in backcountry ski touring or split boarding in Australia. We aim to be their **first touchpoint when they plan a backcountry trip** by providing extensive educational material on safety training, gear selection, route planning and risk management, alongside timely conditions updates in our **daily Backcountry Conditions Reports**.

This **audience has rapidly grown** as backcountry gear becomes more accessible and the **lure of skiing and riding untracked snow** is at the forefront of traditional and social media channels.

Our educated estimate is that there are at least **10,000** active or interested backcountry users in Australia.



# Membership

A core component of MSC's funding comes from individual Members who pay \$50 per year to support our services.

In May & June 2022, MSC ran its first dedicated **Membership Drive**, with prizes provided by a number of high profile sponsors.

This drive **more than doubled** the number of MSC Members to over 850 people, representing almost 10% of the active backcountry users in Australia. We estimate the reach of this campaign was in excess of 20,000 people.

We plan to run a similar membership drive again in 2023.



Going backcountry  
this winter?

Mountain Safety Collective  
provides daily backcountry  
conditions reports so you  
know before you go!



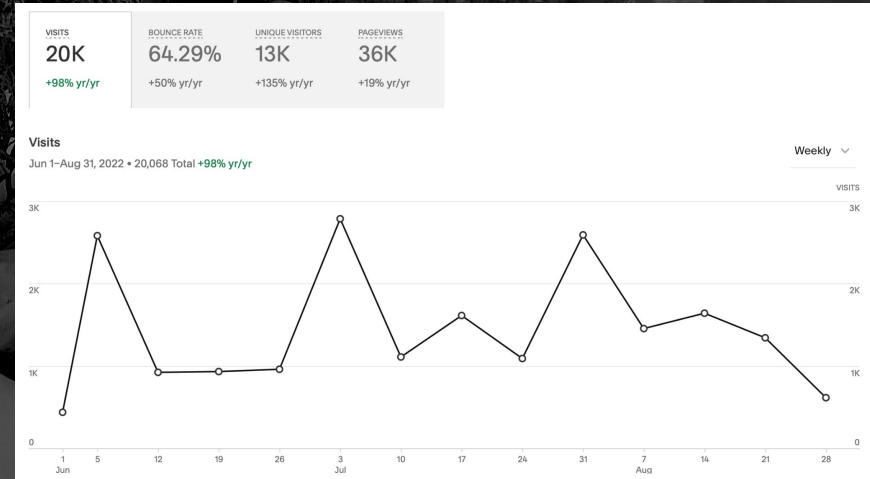
Become a MSC Member before June 12  
and be in the draw for amazing prizes from our supporters...



# Online reach



With the growth in MSC Membership and heightened awareness of MSC's services through extensive media coverage, MSC's website traffic doubled from 2021 to 2022, with 20K visits from 13K individual users between June and August. The daily reports (on a different platform to the website) received 32K > 38K page views per week through winter, with the average user viewing 5 >15 reports. Our monthly email newsletter reaches over 1000 subscribers and is a key driver of audience engagement.



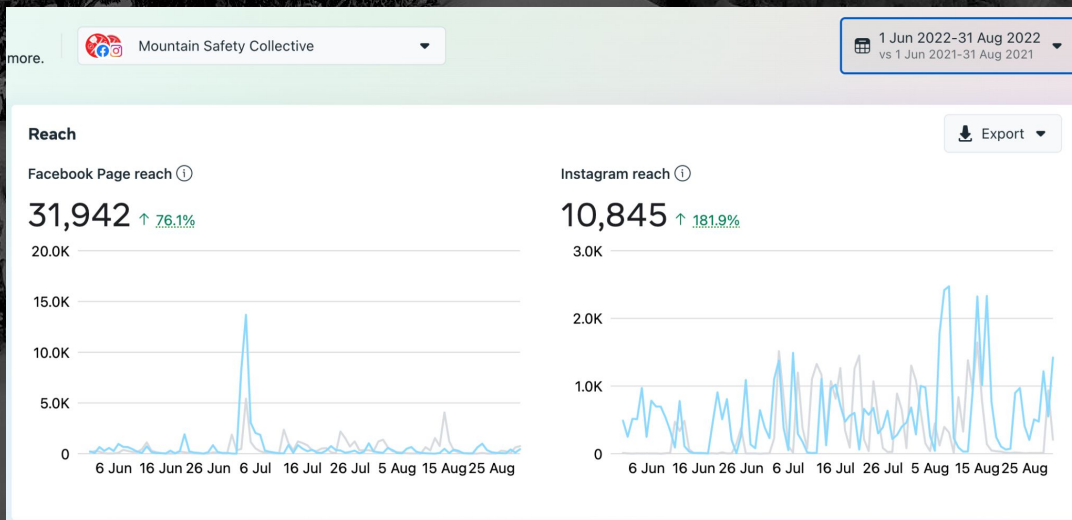
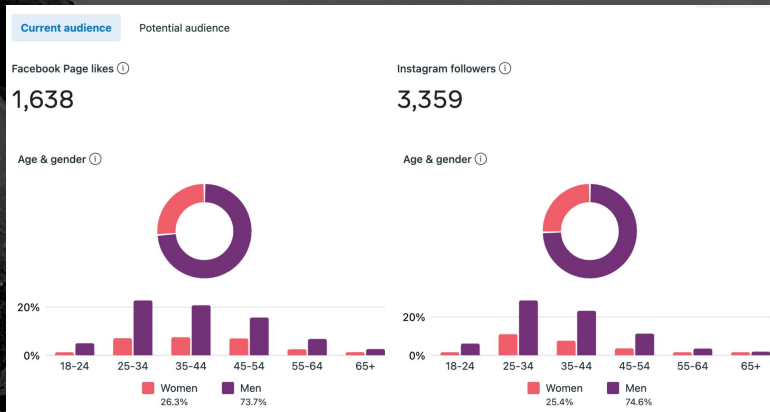


# Socials

Social media activity also massively increased between Winter 2021 > 2022, with a 76% increase in Facebook reach and 182% increase in Instagram reach.

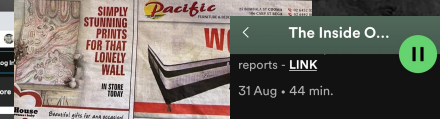
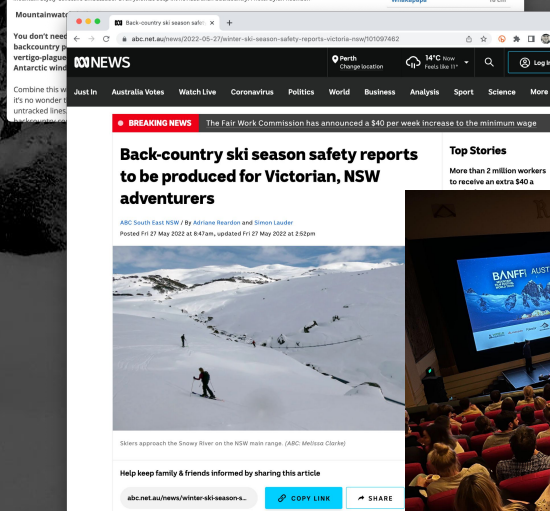
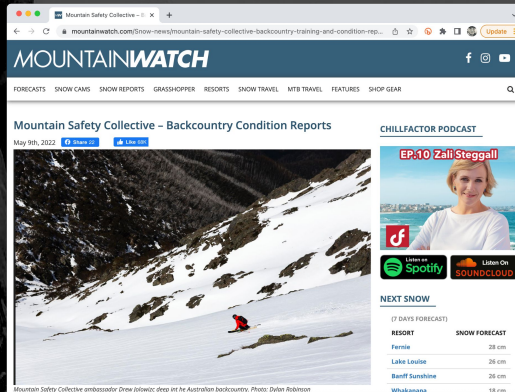
Our social audience is roughly 75% male and 25% female.

Social media is an area we will be placing further emphasis on in 2023.



# Media

Awareness of MSC was also boosted significantly by partnerships with outdoor media outlets such as Mountainwatch, Wild Magazine, We Are Explorers and the Banff Mountain Film Festival. A number of podcasts profiling MSC were also produced alongside radio interviews and mainstream media mentions.



# Events

MSC had direct engagement with our audience through a number of successful events, including the **Alpine Education Series** run in Melbourne, Canberra and Sydney, alongside active involvement with the **Victorian Backcountry Festival** at Mt Hotham.



THE 5TH ANNUAL  
*Victorian*  
BACKCOUNTRY  
FESTIVAL

2022  
2nd ▶ 4th  
SEPTEMBER  
MOUNT  
HOTHAM

TOURS • W  
SPEAKER  
DEMOS • O  
ALL-WE

Alpine  
Education  
Series 2022  
MSC

facebook.com/VicBackcountryFestival  
www.backcountry-festival.com



# Funding sources




Alongside **revenue from members**, MSC received funding from corporate sponsors including **Arc'teryx**, **Mammut** and **Marker-Völkl** to help fund our programs and initiatives.

This was augmented by government grants from **Parks Victoria** and the **NSW National Parks and Wildlife Service**.


MSCs funding split is currently around one third from each of these sources.

Signature Supporter





ARC'TERYX

Avalanche Safety Equipment Partner





**MAMMUT**  
SWISS 1862

Supporting Sponsors



Government Support



# Programs & Initiatives



# Daily reports



MSC's core program is to deliver daily **Backcountry Conditions Reports** for NSW & Victoria's alpine areas.

In Winter 2022 the bulk of MSC's budget was directed to employing a **Lead and Assistant Forecaster** who ensured consistent daily reports were published throughout the snow season.

MSC also initiated a program of paid **Field Observers** in 2022, ensuring that snowpack data was gathered from more locations on a consistent basis. With more funding, we plan to expand this program in 2023.



# Avalanche Training Centres



MSC co-funded and led the installation of Australia's first Avalanche Training Centre at Mt Hotham in 2021. This ATC has been used heavily by the Victorian backcountry community and has helped enhance **Mt Hotham Ski Patrol's** training. It was also used as the venue for an avalanche rescue competition at the Victorian Backcountry Festival.

In 2022, MSC conducted extensive negotiations to secure a venue for an **ATC in NSW**, which we hope to announce in time for Winter 2023.



# Professional Development



2022 saw the first ever **Professional Level 1** avalanche operations course held in Australia. 12 students completed an 8 day course to get a comprehensive understanding of snow science and avalanche conditions.

Through our **Professional Development Fund**, MSC is proud to have sponsored many of these students, who in return will be providing the MSC forecast team with field observations for at least the following two seasons.

This is a BIG step in growing the professional **Field Observations Team** and ensuring MSC's longer term continuity.

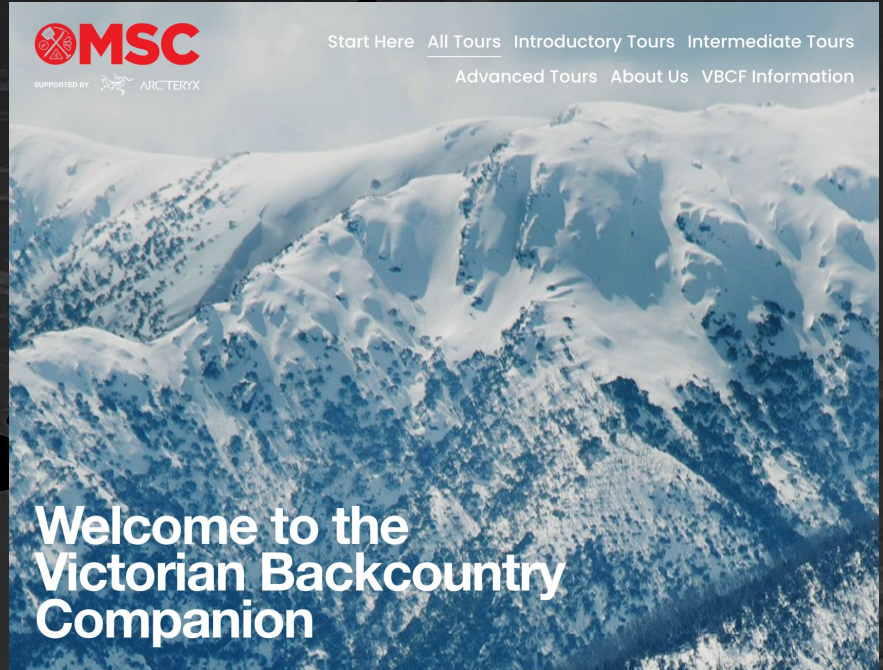




# Backcountry Companion



In 2022, MSC launched the separately hosted **Victorian Backcountry Companion** - a comprehensive guide providing overviews of some of the state's favourite backcountry touring zones. Co-funded by Parks Victoria and Outdoors Victoria, the project is a great example of MSC's ability to develop high quality content for the backcountry community. We're already planning a similar project for NSW in 2023.

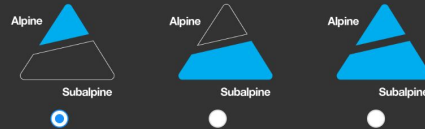


# Online reporting tools

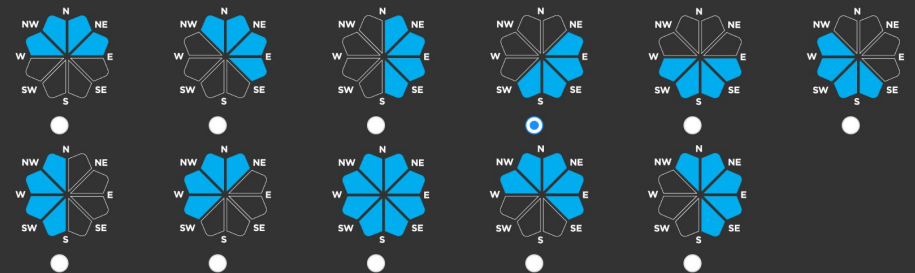


Driven by the need to publish consistent daily **Backcountry Conditions Reports**, MSC funded the development of our own online reporting platform in 2021. This tool is being constantly refined and enhanced to ensure our observation and forecasting team can focus on delivering accurate daily reports rather than manually editing report content within the main website.

## Hazard elevation



## Hazard aspect



# Sponsorship Opportunities



# Signature Sponsor

Arc'teryx signed on as MSC's signature sponsor in 2022 for an initial three year exclusive partnership. This has seen MSC work closely with Arc'teryx on co-presented events and content that aligns with the sponsor's community engagement strategy.



# ARC'TERYX

# Category Sponsor



Our second most prominent sponsorship, this provides **exclusive sponsorship** for a brand in each **key product category** such as ski, splitboard or technical gear. A Category sponsor cannot conflict with the Signature sponsor.

- Official gear acknowledgement. E.g. “The official ski of MSC”
- Second prominence and acknowledgement in all media
- 3 sponsor blog posts p/a
- 3 social media promos p/a
- Second priority for event sponsorship
- **2 year exclusivity**

**\$10,000 p/a**

# Report Sponsor



Our third most **prominent sponsorship**, this provides sponsorship of a **regional report**: Front Range Victoria, Dividing Range Victoria and Main Range NSW. Report sponsors cannot conflict with Signature or Category sponsors.

- Regional report sponsorship. e.g. The Main Range NSW report presented by Brand X”
- Third prominence and acknowledgement in all media
- 2 sponsor blog posts p/a
- 2 social media promos p/a
- Third priority for event sponsorship
- **2 year exclusivity**

**\$5,000 p/a**

# Supporting Sponsor



Supporting sponsorship provides brands with the ability to **show support for MSC** and **gain awareness with our audience.**

- Acknowledgement on the MSC sponsor page
- Annual acknowledgement in MSC email newsletter
- One sponsor blog post per year
- One social media promo per year
- Unlimited availability
- Fourth priority for event sponsorship

**\$1,000 p/a**

# Community Sponsor



Our most accessible sponsorship, this provides small businesses with the ability to **show support for MSC**.

- Acknowledgement on the MSC sponsor page
- One social media promo per year
- Unlimited availability
- Fifth priority for event sponsorship

**\$500 p/a**





**MSC**

For more details, contact  
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