



CO
ACTIVE
BUILDING THE ACTIVE LIFESTYLE

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CO Active offers Supporting Level Sponsorship opportunities to promote booming recreation industry

Help strengthen Colorado's outdoor and active lifestyle community by supporting CO Active

Denver — CO Active, Colorado's premier trade association for outdoor recreation companies and product manufacturers, is pleased to now offer Supporting Level Sponsorship packages [through the CO Active website](#).

CO Active is already more than 100 member companies, sponsors and supporters strong after just two years of working together. And now is the time to keep building that momentum.

Supporting Level Sponsorship pledges will help CO Active with its mission of reaching more customers, growing their member's brands and making each business the go-to suppliers for anything that Colorado's outdoor enthusiasts need to do all the active and adventurous things they love.

Right now, Colorado outdoor recreation generates \$28 billion in consumer spending annually. That number is only projected to rise in the coming years thanks to opportunities like the Outdoor Retailer summer and winter trade shows, which are scheduled to be held in Denver over the next five years.

"The active and outdoor lifestyle is part of what makes living and visiting Colorado so special and exciting," said Will Montague, CO Active Chairman of the Board and Co-founder of Guerrilla Gravity. "CO Active and its supporting sponsors are leading the charge in establishing Colorado as an epicenter of the outdoor recreation industry. In fact, many of our member companies like Meier Skis Inkmonstr and Phunkshun are already dominating at the forefront of innovation in their segments and are making a strong business case for Made-in-Colorado products."

When you become a Supporting Level Sponsor, you enable CO Active to provide more resources for our members and industry leaders.

As a [Supporting Level Sponsor](#), your \$250 contribution will be furthering our common goals of building Colorado's strongest, most respected and trusted network of outdoor recreation leaders and targeted active lifestyle companies.

Supporting Sponsor Benefits:

- **Reach more consumers and find relevant market opportunities**

- **Receive all communications and invitations to attend events**
- **Your company's logo on CO Active's website supporter section, with a link to your businesses website**
- **An official CO Active Supporter Badge to use on marketing materials**

Don't miss your chance to get in on the action! Join CO Active's summit to the top by supporting us TODAY.

About CO Active:

CO Active is a trade association of manufacturers that seeks to fuel the growth of Colorado's outdoor recreation industry by expanding promotional opportunities, accessing financial resources and increasing efficiencies in the local business climate. Created in 2015 by a group of Denver-based industry leaders and economic development professionals who help to represent the local outdoor recreation industry in Colorado. Outdoor equipment manufacturers can become members for free online at coactivecolorado.org.

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