

Climbing For Change Inc. Seeks Partners

Kai Lightner's Stroke of Luck

Kai Lightner is an American rock climber who has won 12 National championships (10 youth; 2 adult), a youth world championship, and has climbed routes as difficult as 9a outdoors. Kai—who grew up in a predominantly minority community—found the sport through a stroke of luck. One day when he was six years old, Kai was climbing a flagpole. A woman who was watching gave Kai's mother—Connie Lightner—a sticky note with the address to a climbing gym on it ... The rest is history.

Kai's by-chance encounter as a kid exposed him to new experiences completely foreign to his community and allowed him the opportunity to travel the world pursuing his passion and deepening his connection with nature. Realizing that he was one of few minority climbers in the sport, Kai has dedicated years to working with initiatives to increase diversity in rock climbing and outdoor recreation, so that more kids like him could follow in his path.

Introducing Climbing for Change!

On July 31, 2020, Kai launched [Climbing For Change](#) (C4C), which seeks to make "rock climbing and the outdoor industry more inclusive." Exposure to the outdoors for BIPOC communities should not require a stroke of luck, the way it did for Kai.

C4C works to connect underserved communities with individuals and organizations seeking to increase minority participation in rock climbing and the outdoor adventure industry at large. We plan to achieve this goal by funding Diversity, Equity and Inclusion (DEI) initiatives around the country to increase Black, Indigenous, and People of Color (BIPOC) presence as athletes, media makers, and leaders across our industry.

The goal is to destigmatize the outdoors and make our community a more inviting and inclusive space, so athletes who look like Kai Lightner are not once in a generation, but commonplace. It is a big goal that will require a significant amount of time, focus and funds; that's where you come in.

You Can Help

Many companies and organizations in the Outdoor Industry have released DEI statements. C4C gives businesses the opportunity to take action on those DEI statements in a public way. Partnering with C4C will allow businesses to easily maintain an ongoing mission to meet commitments to accomplish DEI goals. We will work closely with our top tier sponsors to provide media material illustrating how their donations are making a difference.

Partnerships with C4C. Different tiers of sponsorship levels (listed below) offer varying levels of visibility in C4C events/media/website.

- **Company Scholarships.** Scholarships for BIPOC climbers established in your company's name provides earned media opportunities.
- **General Operations.** C4C facilitates individual grants, gym partnerships, local outreach initiatives and more.

Get In Touch

For more information contact C4C at: admin@climbing4change.org

SPONSORSHIP LEVELS



	 C4C Diamond Sponsor	 C4C Platinum Sponsor	 GOLD SPONSOR	 SILVER SPONSOR	 BRONZE SPONSOR
Level Benefits	\$50,000+	\$25,000+	\$10,000+	\$5,000+	1,000+
Website	Logo + Message (Main page)	Logo (Main page)	Logo	Logo	Listed
Email/mail correspondence	Logos listed	Logos listed	Logos listed		
C4C banners/posters (distributed to climbing gyms to post)	Logo	Logo			
Social Media	Listed & Spotlight Features on C4C social media platforms	Listed	Listed		
Additional Benefits	<ul style="list-style-type: none"> Up to 5 hrs. DEI services and/or consultation Title Grant/Award program 				