




Pikes Peak Challenge

The Brain Injury Alliance of Colorado's flagship fundraising event is the Pikes Peak Challenge. On average, half of the participants are new to the event. Participants have the opportunity to support BIAC by doing one of four challenges:

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The Summit Hike
 Hike to the magnificent 14,110 ft summit of Pikes Peak
- 
Barr Trail Hike
 13-mile round trip hike to beautiful Barr Camp
- 
Family Friendly Walk
 A 3 mile walk around the quaint and picturesque town of Manitou Springs
- 
Virtual Challenge
 A Virtual Challenge for those unable to attend the event.



	Summit Level \$15,000	A Frame Level \$10,000	Barr Camp Level \$7,500	No-Name Creek Level \$3,500	Trail Head Level \$1,500
PIKES PEAK CHALLENGE WEBSITE	Company name or logo on home page	Company name or logo on home page	Company name or logo on sponsor page	Company name or logo on sponsor page	Company name or logo on sponsor page
SOCIAL MEDIA  PPC  BIAC  Total 7,000 followers	Recognition at least 4 times in the three months prior to the event.	Recognition at least 3 times in the three months prior to the event.	Recognition at least 2 times in the two months prior to the event.	Recognition at least 1 time in the two months prior to the event.	
REGISTRATIONS	5 complimentary registrations	3 complimentary registrations	2 complimentary registrations	1 complimentary registration	
MANITOU WALK	6 yard signs with your logo on the walk route	4 yard signs with your logo on the walk route	2 yard signs with your logo on the walk route		
HIKERS MANUAL Sent to 500 participants	Half page ad	Recognition of your support	Recognition of your support		
SUMMIT OF PIKES PEAK	Display your banner	Display your banner	Display your banner		
MEMORIAL PARK Post-event celebration	Display your banner & exhibit Recognition by park DJ at least 5 times	Display your banner & exhibit Recognition by park DJ at least 3 times	Display your banner & exhibit		
T-SHIRTS 700+ t-shirts for participants & volunteers	Company name or logo prominently displayed	Company name or logo displayed	Company name or logo displayed		
BIAC NEWSLETTER Distributed to 10,000 people	Half page ad				