



**The Capital Campaign to Build  
North America's Only Museum Devoted to  
Mountains and Mountaineering**

**Bradford Washburn  
American Mountaineering Museum**

710 10<sup>th</sup> Street ◆ Golden, Colorado 80401 ◆ 303 996 2742

### **A continuing legacy of service to the community....**

Since 1998, The Colorado Mountain Club, the American Alpine Club and Outward Bound Wilderness, have provided an outstanding array of mountain activities and community events through the American Mountaineering Center located in downtown Golden. This National Register historic building serves as a national “base camp” for inspiring visitors to the Rocky Mountains to learn more about mountaineering and the mountain environments and wildlife.

### **The American Mountaineering Center now hosts...**

- 2<sup>nd</sup> largest mountaineering library in the world
- 3,000 square foot Conference Center
- 350 seat Auditorium
- 30 foot climbing wall
- A publishing house
- Multiple classrooms
- An interactive lab
- Most comprehensive mountaineering archive in the world
- Serves more than 50,000 people each year – including 6,000 children

### **But we’re not finished just yet....**

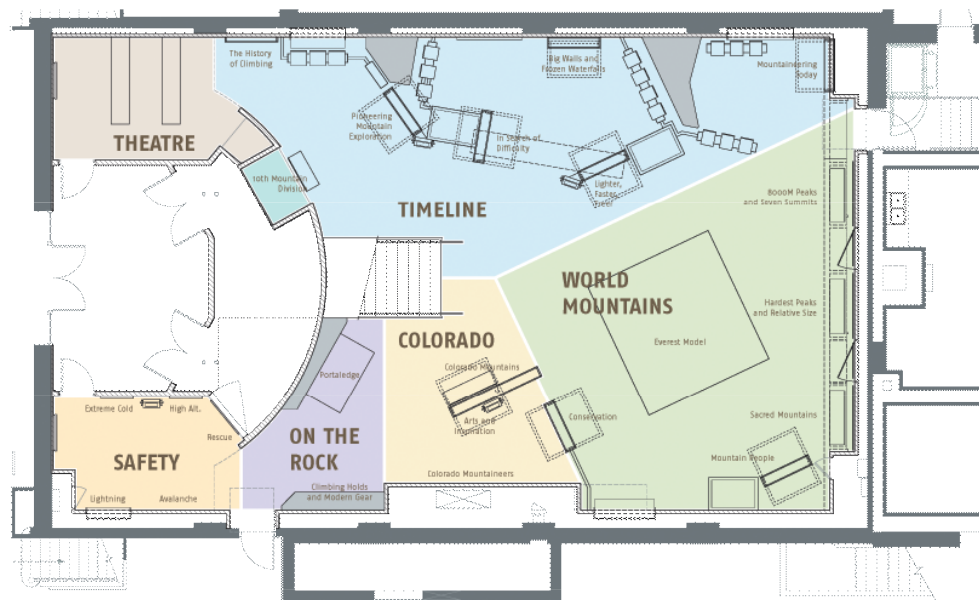
We have one very special piece left to complete – the Bradford Washburn American Mountaineering Museum. Named for one of America’s foremost mountaineers, this museum will be the first of its kind in North America and the ultimate mountaineering experience available indoors.

The Museum will...

- Be a full-blown teaching facility reaching tens of thousands of children and adults each year
- Enhance recreation and “smart” tourism in Colorado
- Facilitate conservation efforts such teaching the impacts of global climate change on the world’s mountains
- Provide remote access to archival and library collections and artifacts
- Showcase Colorado mountains and mountaineers

## The new Museum will feature exciting exhibits and interactives...

- The “Mountains of the World” – seven summits, mountain people, and the Washburn model of Mt. Everest featured on *NOVA*
- National Geographic graphics, videos, and photographs
- A History of American Mountaineering including Colorado’s famous explorers and climbers
- A “portaledge” exhibit that allows children to climb in and learn about mountaineering essentials
- Touch screen interactive computer displays teaching art and inspiration of the mountains, geology of rock and safety
- Mother Nature – “what to know before you go”



## Doing our part to be “green”...

- The Museum will feature some elements of “green” construction – carpeting and lighting; the lighting will save thousands of watts in energy which – in addition to saving on energy for lighting – will keep the Museum cooler posing less strain on the heating and cooling system
- The Museum will feature exhibits in the Mountain Resource Section that address “Climate Change” issues, including global warming
- Google Earth will link trails to key facilities on selected mountain peaks allowing users to enhance their virtual experience

## **Our request to Golden Urban Renewal Authority...**

- The Colorado Mountain Club and the American Alpine Club respectfully request \$60,000 to be pledged and allocated over a five to six year period
- Your gift will lend credibility to our effort and leverage other support from area foundations, corporations, and residents
- Your award may be used for a Naming Opportunity that matches GURA priorities (e.g. energy related exhibitions or the “green” architecture)



## **The new Museum will host *50,000* visitors annually...**

We need to raise \$4.5 million to build the Bradford Washburn American Mountaineering Museum and complete the vision of the American Mountaineering Center. To date, \$3.0 million has been raised.

Please join us as we work together to create one of the country's most unique facilities that will help preserve our mountain legacy.

### **Contact Information:**

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## Sample of Naming Opportunities

<b>Area 1 -- Entry “Mystique of the Mountains”</b>	<b>\$150,000</b>
• Photo Exhibit Wall (2) each	\$20,000
• Mountain Experience	\$50,000
• Crossing Crevasse Climber and Ladder	\$45,000
<b>Area 2 -- “Timeline”</b>	<b>\$250,000</b>
• The History of Climbing	\$15,000
• Pioneering Mountain Exploration/Faux Rock Formation	\$75,000
• In Search of Difficulty	\$30,000
• Big Walls and Frozen Waterfalls	\$25,000
• Lighter, Faster, Freer – Clean Gear Case	\$30,000
• Mountaineering Today and Faux Rock Formation	\$45,000
• Timeline Multimedia Stations (each)	\$30,000
<b>Area 3 -- “World Mountains and Everest Model”</b>	<b>\$350,000</b>
• North Wall Projection Multimedia	\$100,000
• Interactive World Map Multimedia Stations – (2) each	\$50,000
• Mountain People	\$30,000
• Conservation	\$75,000
• When Nature Calls Activity	\$10,000
• Everest Model	\$150,000
<b>Area 5 -- “Colorado”</b>	<b>\$150,000</b>
• Colorado Mountains	\$100,000
• Colorado Mountaineers	\$75,000
• Art and Inspiration Multimedia Station	\$30,000
<b>Area 6 -- “On the Rock”</b>	<b>\$75,000</b>
• Modern Gear Activity and Faux Rock Formation	\$20,000
• Portaledge and Faux Rock Formation	\$50,000
<b>Area 7 -- “Safety”</b>	<b>\$75,000</b>
• Avalanche Activity	\$5,000
• Lightening Activity	\$10,000
• Mother Nature Video	\$15,000
• Physiological Response to Altitude	\$60,000
<b>Area 8 -- “10<sup>th</sup> Mountain Division”</b>	<b>\$150,000</b>
<b>Area 9 -- “Theatre”</b>	<b>\$150,000</b>