

# Outside

## 2026 Outside Days Industry Conference Sponsorship Opportunities

CONFIDENTIAL: FOR OUTSIDE AND PARTNERS ONLY



May 28-29, 2026

Outside**DAYS**

# INDUSTRY CONFERENCE

A two-day thought leadership and networking gathering for professionals in  
the outdoor, travel, active lifestyle, and endurance event markets

DENVER, CO  
AURARIA CAMPUS

# INDUSTRY CONFERENCE

The networking event of the year for professionals in the outdoor, travel, active lifestyle, and endurance event markets



## SUMMIT

Capital One x REI

Join outdoor industry leaders to shape a vision for the future



## IGNITE

A dynamic startup pitch competition featuring bold new ideas



## ATTRACT

Define destination strategy with travel innovators



## ENDURE

Create what's next with endurance event organizers and partners



## CAREER FAIR

Where talented candidates connect with outdoor brands

# INDUSTRY CONFERENCE

As part of our evolution, Outside Days will feature a two-day business, thought leadership, and networking gathering that takes place on the Thursday and Friday leading into the festival weekend.

Last year more than 500 leaders in the outdoor adventure industry convened to set a vision for the future. 2026 is even bigger and better!

Unified under one ticket, attendees join the track—or tracks—that feel most inspiring to them: *Ignite, Attract, Endure, Summit, plus a free Career Fair.*



## Ignite

“Shark Tank” entrepreneurial pitch competition and startup showcase convening outdoor founders, investors and brands



## Attract

Bringing together key stakeholders across the travel ecosystem to collaborate on developing exceptional travel experiences



## Endure

Bringing together endurance race organizers, directors, vendors, and athletes to unlock new opportunities in a growth market



## Summit

The premier networking event for outdoor industry professionals. Content sessions feature major figures—top executives, key policy makers, heads of national nonprofits—alongside rising talents



## Basecamp Career Fair

Connects mission-driven employers with values-aligned talent to support growth across recreation, sustainability, and tourism sectors.

# ATTRACT

Attract is the industry's most focused forum on outdoor travel and destination strategy: offering sponsors unparalleled access to the organizations shaping where millions of travelers go and spend.



**Reach High-Value Decision Makers:** Connect with resort leaders, marketing teams, and destination professionals who control destination budgets.



**Own the Data & Travel Insight Conversation:** Optimize your marketing and operations through forward-looking research, forecasting, and travel trends.



**Elevate Your Brand Within the Travel Ecosystem:** Position your company as a partner for destinations looking to grow visitation and develop new experiences.



**Showcase Travel Solutions:** Highlight how your brand can enhance guest experience, operational efficiency, or destination marketing.



# ENDURE

Endure is the dedicated forum for endurance event professionals: a full-day program focused on growth strategies, athlete experience, sponsorship value, and the technologies powering top-tier races.



**Influence Key Buyers:** Get in front of event directors and service providers responsible for major sponsorship, product, and technology decisions.



**Position Your Brand at the Center of Industry Strategy:** Associate your brand with conversations around pricing, partnerships, AI, and destination events.



**Showcase Solutions for Race Operators:** Demonstrate how your products, services, or platforms help organizers improve efficiency and participant experience.



**Year-Round Relationship Building:** Build long-term connections with endurance event stakeholders who drive national participation trends.



# IGNITE

Ignite is the premier startup pitch competition for the outdoor, wellness, and active-lifestyle industries: a fast-moving showcase of breakthrough ideas, new tech, and next-gen talent.



**Own the Innovation Narrative:** Align your brand with category-defining startups in AI, wearables, CPG, and outdoor hardgoods.



**Direct Access to Founders:** Build early relationships with the companies who may become tomorrow's partners, collaborators, or acquisition targets.



**Brand Integration with the \$100K+ Prize:** Attach your brand to the most high-profile startup award in the outdoor space.



**Reach the Outdoor Economy's Decision-Makers:** connect with founders, VCs, media, and 93% of attendees who work in the outdoor or adjacent industries — including 30% who hold leadership roles.



# SUMMIT



The Summit is the premier gathering for the outdoor industry: a forum where brand executives, national policymakers, nonprofit leaders, and cultural voices have the conversations that shape the future.



**Influence the Narrative:** Position your brand at the center of the conversations steering the category forward.



**Unmatched Access:** Connect directly with C-suite leaders, policymakers, and cultural changemakers.



**Dual Audience Reach:** Gain B2B visibility at the industry conference + B2C exposure at the Outside Days festival.



# CAREER FAIR

The Outside Days Career Fair, executed in partnership with Basecamp Outdoor, is the only in-person hiring event tied directly to the industry's biggest conference and festival: offering brands a high-volume, outdoor-specific talent pipeline.



**Sector-Specific Recruiting:** Meet candidates with experience in outdoor, travel, endurance, and adjacent industries.



**High-Visibility Employer Branding:** Position your company as a top choice for emerging and experienced talent.



**Future Workforce Access:** Connect with early-career professionals and established leaders actively seeking industry roles.



# Outside DAYS



The Outside Days Festival Weekend is our flagship event, drawing tens of thousands of people to downtown Denver. This unique celebration features amazing headline music alongside a carefully curated mix of talks, films, and activities designed to spur the joy and wonder that come from spending our days outside, together.

If your brand wants to also reach this much larger consumer audience, we can curate a presence for you here as well.



# Attract Sponsorship Opportunities

	Gold \$25,000	Silver \$10,000	Bronze \$5,000	Suitcase \$1,000
Display Booth	10x10	Podium	Podium	
Attendee Passes	5	3	2	1
Pre-Show Attendee List w/ Emails	✓	✓	✓	
Logo on Promo Materials	Largest	Large	Medium	Small
Sponsor + Intro Attract Main Session	✓			
Sponsor + Intro Attract Breakout Session / Panel		✓		
Attract Panel Inclusion	✓			
Introduce Attract Breakout Session			✓	
Summit Breakout Session	✓			
Dedicated Email to Inntopia Mailing List	✓			

OutsideDAYS

Thank You

