



Colorado Outdoor Business Alliance

Joining COBA

Mission

Uniting business leaders from across Colorado's emerging industries to conserve and protect our public lands and environment.

Endorsement Statement

By becoming a COBA member, you are joining a coalition of Colorado's leading businesses and entrepreneurs who recognize the fundamental role a healthy and protected environment plays in sustaining the outdoor recreation economy, while advocating to protect and enhance these values. Our land, air and water are essential to our industries, way of life, and bottom line, and provide unmatched competitive advantages. COBA and its members support policies that protect Colorado's competitive advantage – our incredible public lands and natural environment.

STEPS TO BECOMING A COBA MEMBER

- 1 Agree to COBA's mission and endorsement statement
- 2 Review the member levels below and the benefits on page 2
- 3 Complete the sign-up form (conservationco.org/coba)
- 4 Meet with Beau Kiklis, our COBA Organizer

Membership Levels

Member	By signing up for COBA and agreeing to our mission and endorsement statement, you automatically reach the Member level.
Activist	By becoming a member and taking one qualifying action/year, you'll reach the Activist level. <i>Eligible actions:</i> calling or writing to a decision maker, attending an event, or meeting with COBA staff.
Advocate	By becoming a member, taking one Activist level action/ year, and taking one Advocate level action/ year, you'll reach the Advocate level. <i>Eligible actions:</i> writing a letter to the editor or public comment, posting on social media using COBA guidance, joining a business sign-on letter, volunteering at a COBA event, donating financial or in-kind resources or attending an advocacy training.
Ambassador	By becoming a member, taking one Activist level action/ year, one Advocate level action/ year, and one Ambassador level action/ year, you'll reach the Ambassador level and also be entered into our Green Leaders program. <i>Eligible actions:</i> public testimony or speaking on behalf of COBA, lobbying, hosting an event, writing an op-ed, recruiting new COBA members, canvassing or phone banking.

By providing my email or cell phone number, I agree that Conservation Colorado may contact me by email, cell phone call, and text message regarding programming, membership, contributions, and other matters.
The Colorado Business Alliance is an initiative of Conservation Colorado



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Member Benefits

List of Benefits	Member	Activist	Advocate	Ambassador
Your environmental interests represented and advocacy consultation	✓	✓	✓	✓
Networking opportunities with businesses and legislators with access to information and content	✓	✓	✓	✓
Logo on the COBA website	✓	✓	✓	✓
COBA logo on your website	✓	Activist Badge	Advocate Badge	Ambassador Badge
Batch of COBA stickers to share with your network		✓	✓	✓
Eligibility to be a featured member on COBA website			✓	✓
Social media shoutouts			3/year	6/year
Feature in a COBA and Conservation Colorado membership emails			✓	✓
3 tickets to Elevate Conservation during Summer OR Show				✓
Receive 2 tickets to the Annual Green Leaders breakfast when you become a Green Leaders member				✓

What's Next?

By agreeing to the above and signing up, you have expressed interest in using the name of your business to advocate for our lands, air and water. We will reach out to you when your voice is needed to advocate for these issues and support the outdoor recreation economy. We will take action with the COBA brand to advance our mission, but we will never explicitly use your businesses name without contacting you first.

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