


promoting interest,  
EXPERIENCE & performance  
 IN MICHIGAN'S UPPER PENINSULA

# CLIMBING

at northern michigan university

this is Georgia &  
Ian, two students and  
climbers of NMU.





A high-angle photograph of a person climbing a dark, craggy rock face. The climber is wearing a white helmet with red and black patterns, a bright green tank top, and dark shorts. They are holding a small notebook and a pen, looking down at it. A green climbing rope is visible, extending from the climber down the rock face. In the background, a large body of water (likely a lake) is visible, surrounded by lush green trees. The sky is not visible, but the scene is brightly lit, suggesting daytime. In the top right corner, there are several diagonal green lines of varying lengths.

## Ascend together.

Georgia was recently awarded a grant to research the effects that climbing has on lichens.

Combining academics and outdoor rec? That's just what we do here at Northern Michigan University.





**W**e all hear it repeatedly: to be happy and successful, do what you love. An important part of our mission at Northern Michigan University is developing innovative means to turn our students' passions into professions.

In addition, one of NMU's goals is to foster an abiding appreciation and respect for the environment by creating opportunities for our campus and communities to take advantage of the natural outdoor recreational and learning potential of the Upper Peninsula.







**BE PART OF  
THE TEAM**



**WE ARE ALWAYS STRONGER TOGETHER. A CRITICAL PART OF FULFILLING OUR MISSION AND ACHIEVING OUR GOALS IS THROUGH THE DEVELOPMENT OF COLLABORATIVE AND PHILANTHROPIC OPPORTUNITIES FOR BUSINESSES AND INDIVIDUALS THAT WISH TO INVEST IN OUR CORE VALUES OF COMMUNITY, ENVIRONMENT AND INNOVATION. THAT IS WHY WE ARE SEEKING VITAL PARTNERSHIPS TO SUPPORT NEW PROGRAMMING AND FACILITY UPGRADES CENTERED ON THE OUTDOOR RECREATION INDUSTRY – SPECIFICALLY ICE CLIMBING AND BOULDERING.**





# OPPORTUNITIES

## student opportunities



NMU is uniquely positioned to enhance its current portfolio of recreation and leadership management opportunities, including field experiences, interdisciplinary learning and personal and professional growth. Students will be able to advocate for the sport while acquiring additional outdoor teaching and leadership skills.



## benefits to the communities

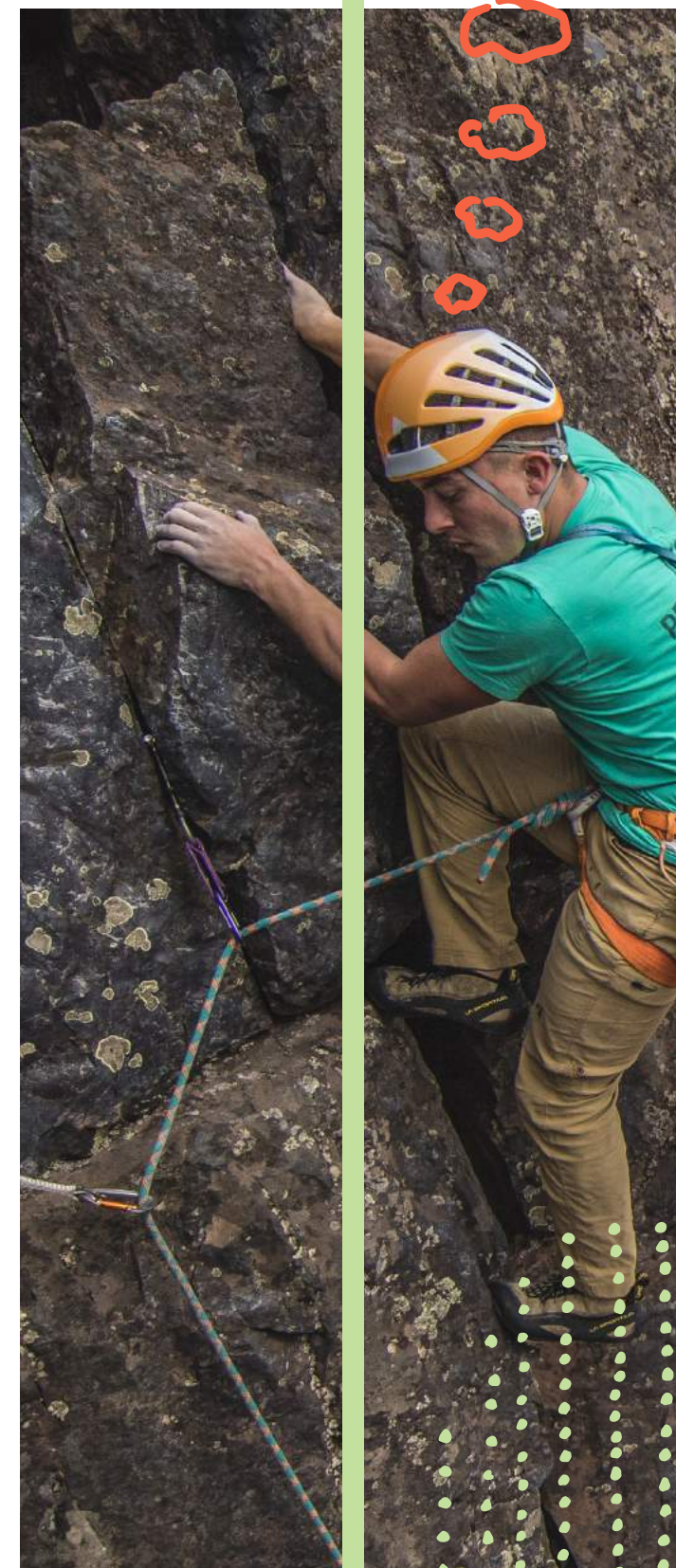


NMU places great value on its ability to provide outdoor and recreational opportunities to its communities as well as guests to the region.



## exposure for the sport

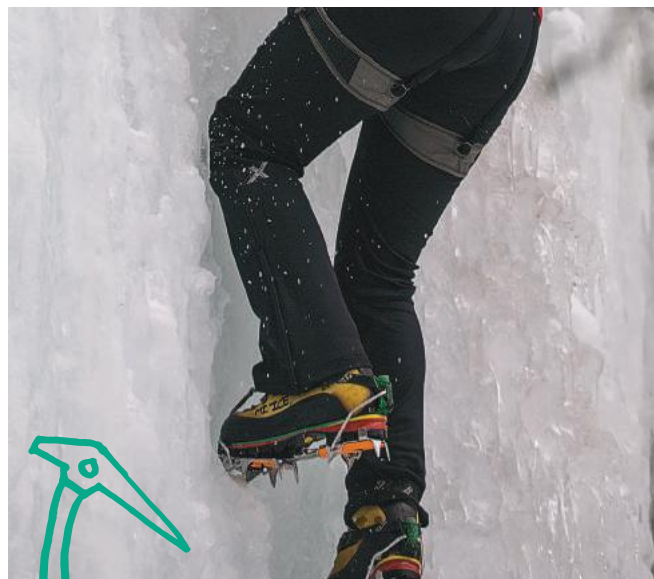
The proposed facilities and programming support the four critical elements to increasing demand for and participation in a sport: awareness, accessibility, safety and skill.







OVER THE PAST THIRTY YEARS, ICE CLIMBING IN THE UPPER PENINSULA OF MICHIGAN HAS CONTINUED TO GROW AND ATTRACT NATIONAL ATTENTION. [PROVIDING AN EDUCATIONAL FACILITY SUCH AS THE PROPOSED NMU ICE WALL WILL HELP TO FOSTER THIS GROWTH WHILE PROVIDING PROFESSIONAL INSTRUCTION AND SAFETY EDUCATION TO PARTICIPANTS.]



## ice climbing wall

An ice-climbing tower with accomodating year-round use. Learning how to ice climb in a safe environment is key to supporting current climbers, attracting new participants and helping our students learn to guide and instruct. A custom ice-climbing structure that will have the capabilities for ice climbing and rock climbing. The wall will also be beneficial in helping our Outdoor Leadership and Management students to gain the skills necessary to guide and instruct.

## guide leaders

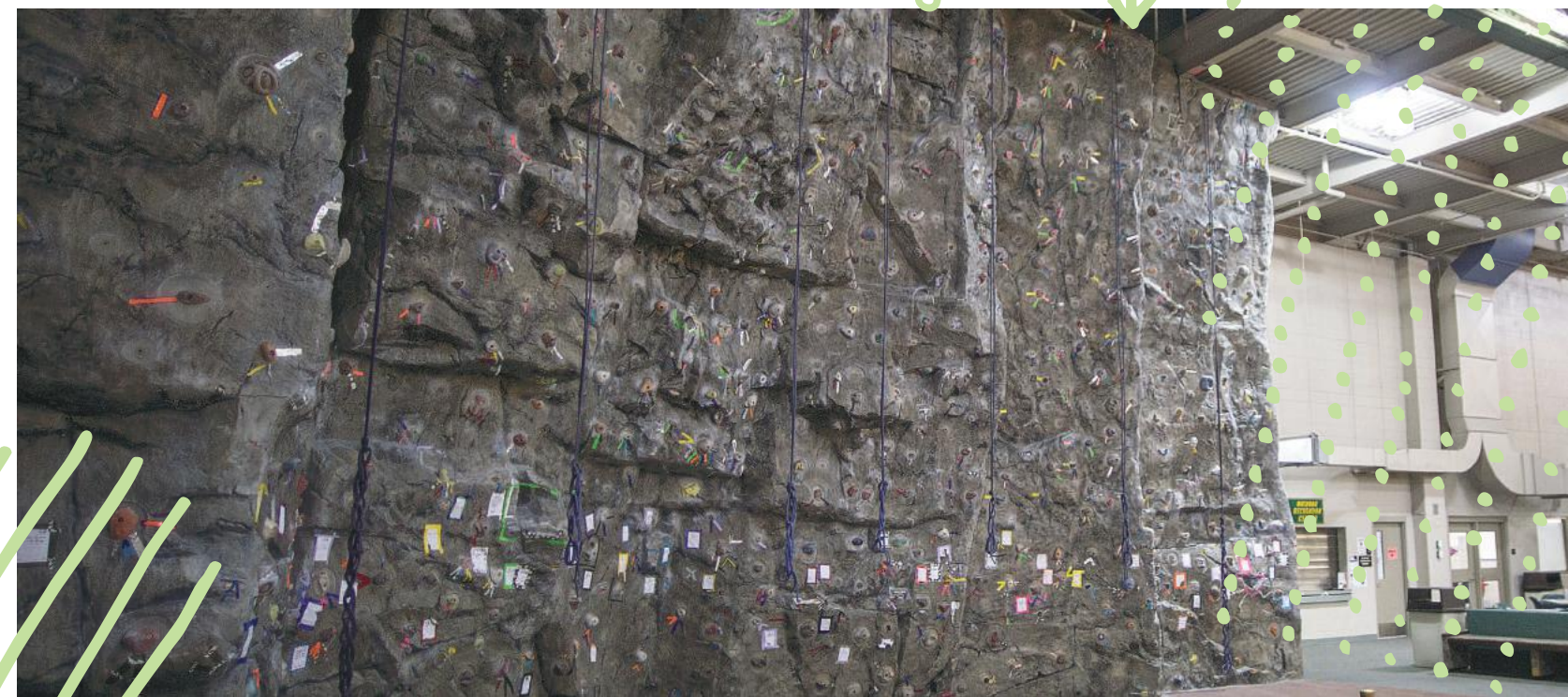
At Northern Michigan University, there already exists an education environment that encourages: exploration, discovery, evaluation, judgment, curiosity, creativity, teamwork and enjoyment.

Further development of field experiences, outdoor technical skills, leadership competencies, and teaching skills in outdoor settings is the ideal for our students and participants.

## bouldering center

Adjacent to our current indoor climbing wall lies a stellar location for a bouldering unit to be developed. The option for more climbers, more practice and more climbing enthusiasts to get vertical would occur. We have options for style and design; this could be an appreciated enhancement of our current facility.

Our current indoor facility





# proposed outdoor CLIMBING WALL



## year-round use of outdoor climbing wall

The design of the wall will facilitate use for the entire year. One side for rock climbing will be available during the warm months. The other three sides will be constructed from a grid that allows for the application of ice in the cold winter months and creates a conveniently located spot for ice climbers to practice.



## accessible ice climbing experience

The Upper Peninsula of Michigan has exceptional and lengthy winters, and during those months, the structure will provide an approachable ice climbing experience to Northern Michigan University students and other members of the growing ice climbing community.

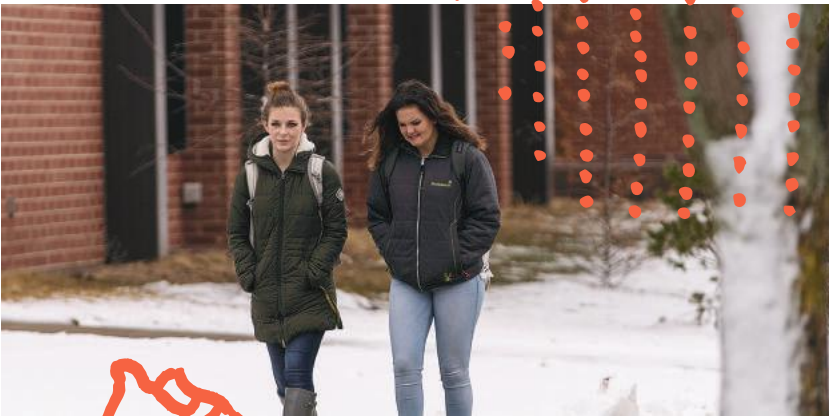
## 360° use

One of the limitations of our current recreation facility is that climbers are only provided an indoor rock climbing wall to practice certain techniques and conditions. This freestanding structure allows for use on all sides, not just one. The proposed location for the climbing wall is right on campus, next to the world's largest wooden dome and a U.S. Olympic Training Site.





Investing in the climbing wall would create a partnership between Northern Michigan University and your brand. You'll also gain exposure—every student that comes here will see this wall and the accompanying sponsor.



Your organization will have the unmatched opportunity to train the next generation of educated outdoorspeople.



Through education and safety, we will develop lifelong learners and enthusiasts from the outdoor recreation opportunities offered here at Northern Michigan University and beyond.



There will be a strong association between your brand and a dedication to safe learning. The industry will rely greatly on the next wave of people who love outdoor rec, and getting in on the ground floor to support education for these students is a great way to facilitate the growth of the industry.



**VALUE FOR YOUR ORGANIZATION**







**CREATED BY CURRENT NMU STUDENTS**

**photography:** Scott Crady, Joe Reynolds, Corey Robinson

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