

over the EDGE RAPPELLING EVENTS



Take your fundraising to NEW HEIGHTS

Welcome

Take your fundraising to new heights!



Deanna Furlotte
VP Business Development
Over The Edge Global

At Over The Edge, we recognize that non-profits have many choices when considering a special event. However, there are some fundamental decisions that must be made when choosing your service provider. Our hope is to guide you through this simple process so that you can find the right fit for your organization.

Over The Edge is the only global industrial rappelling event company in the world. We assist non-profits and their affiliated corporations in hosting safe and signature rappelling events. Throughout our ten years of operations we have staged over 600 events throughout the US, Canada, UK & Ireland. These communities range in population from 114,000 to 14,000,000 and have raised over \$60 million dollars with 45,000 participants. Participants include, but are not limited to; celebrities, political

officials, CEOs, moms & dads, youth & elderly and individuals of all ability levels. We have done all of this while maintaining an impeccable safety record and can proudly say that safety is our top priority. While we do not claim to have invented this exhilarating experience for participants and corporations, we certainly have perfected it!

Thank you for your consideration, I hope we have the opportunity to work with you.

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over_{the}**EDGE**

2016

BY THE NUMBERS

2	126	8,626
CONTINENTS	EVENTS	EDGERS

\$117,009
AVERAGE RAISED PER EVENT

\$14,376,302
RAISED FOR NON-PROFITS!

Why Over The Edge?

Leadership and Innovation

If you are tired of traditional fundraisers like; runs, walks, galas and golf tournaments, why not consider a **signature, exclusive, exhilarating event**? Think Over The Edge! We know that non-profit organizations are looking to set themselves apart from the rest of the fundraising pack and our event does just that. Over The Edge creates an incredible appeal to the general public, as **58% of “Edgers” are new donors to the hosting non-profit**. In addition, we are seeing that not only does the event attract new corporate sponsors, but our clients are experiencing more fruitful donations from their existing sponsors.

Event Revenue

The average revenue per event is \$117,000! If you have an average development team and average support for the event, you can expect to make average revenue. However, if you have an *above* average team working on the event, and you have *above* average support for the event from your team and board, you can expect *above* average results. **Our top client is grossing \$655,000!** The revenue potential for this event is unlimited, and hinges on the strength of your development team.



“Very rewarding. Here I am a survivor who fell from a tree and now I’m climbing over a building. Who does that? It boosted up my confidence and made me know that I can do anything.”

Brad Simonson, Participant
Brain Injury Association of California



Media and PR

Over The Edge puts your non-profit organization front and center. Our clients consistently find themselves as the top story on their news station and on the front page of their newspaper. In 2016, we executed 126 events and received **386 million exposures with an average media value of \$230,000 per event** for our clients.



Legal and Risk

Over The Edge carries a comprehensive insurance policy that covers all aspects of the rappel should any injury or building damage occur. Over The Edge carries FIVE times the standard insurance industry coverage that indemnifies all parties involved in the event. Although we are only required to carry a two million dollar insurance policy, we carry **ten million dollars in insurance** that covers the participants, the non-profit client, and the building.

“Over The Edge is the most professional organization you will ever work with. I realized early on that if our event failed it would be our fault. [OTE] will provide more help than you will even know you need.”

Bob Gorman, Executive Director
United Way of Northern New York

Event Cost

Whether you choose a Signature Event (+300,000 in population) or Signature Plus+ (population less than 300,000) our structure is set up to defer payments, so we get paid when *you* get paid. **The cost to get started is ZERO.** Submitting an application to put a hold on your market is free and a small deposit is due with a signed contract 30 days after applying. A second deposit is due 90 days into the event planning process and the remaining cost is due on event day. Contact us for details on Signature and Signature Plus+ events.

Over The Edge Fundraising

Expert event planners will work diligently with your development team to set up an event strategy that works best for you and your organization. Whether it’s corporate, champion, or peer-to-peer fundraising, our experts guide you through the entire event process, helping to solidify your recruitment, marketing and overall fundraising strategies. We work hard to make sure the event is your best and most successful. Signature Plus+ events also provide an online fundraising platform along with onsite support on event day.

Safety is our #1 priority

Every Over The Edge event's set up as an industrial work site that is OSHA compliant and based on IRATA and SPRAT rigging and safety best practices. We use industrial equipment that is similar to the gear used by professionals in the rope access industry. Our event staff include some of the best and highly trained rope access technicians in the world. Our impeccable safety record is a testament to these high standards. Each event site has a comprehensive Site Inspection & Safety Plan completed and if every potential risk cannot be mitigated, then the site will simply not be approved.



Safety Abstract

All the safety points below have lengthy verbal and/or written documentation that can be made available to our partners. Our objective is to transparently identify our processes and experiences so that building owners, managers and leasing agents can make informed decisions.

- OTE team's top priority is participant and facility safety
- The perceived risk of an OTE event is high versus the actual low risk
- Every OTE site is set up as an industrial work site
- Adherence to all National and State OSHA laws
- Adherence to SPRAT governing procedures
- Compliance with state workers' compensation coverage
- Impeccable run loss history since 2004
- \$10 million occurrence and aggregate insurance policy
- Comprehensive site safety and building inspection plan
- Key stakeholders are named as additional insured on insurance certificate
- Participant waivers
- Participant training
- References and documented media coverage

Meet the crew

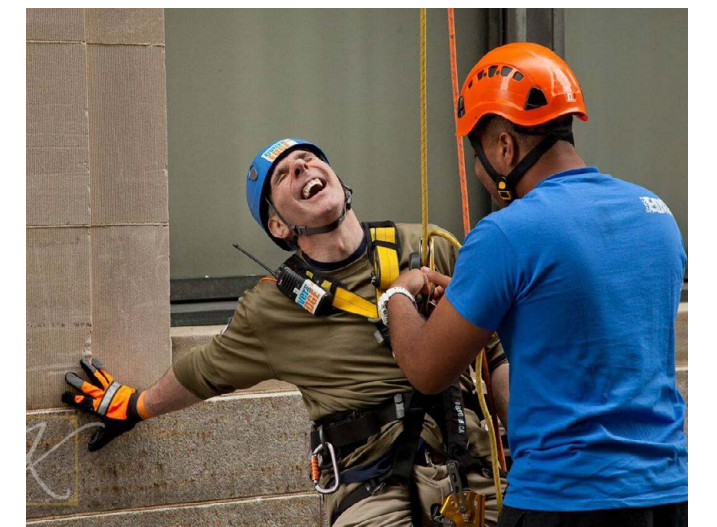
Over The Edge's team is primarily made up of SPRAT and IRATA certified industrial rope access experts who, when not on an OTE event, spend much of their time in the oil and gas sector, performing building inspections or teaching courses.

In addition, OTE has a host of specialists who deal with the legal and insurance aspects of our business as well as event planning and logistics.



The fundraising of \$271K and the media attention that we received was pretty much beyond my wildest dreams. But that was all going to be for naught if our rappellers weren't safe and happy... Everything we've heard from our rappellers was that you guys were rock solid, reassuring and professional, and the general feeling was that we were all in VERY good hands.

Vanessa Baker, Development Director
Outward Bound California



Hear from our partners

“Over The Edge is all about challenging what people think they are capable of – much like our athletes do every day. Many participants are afraid of heights and are able to conquer those fears because they want to show their support and raise money for our local athletes.

Nancy Bottelo, President & CEO
Special Olympics Hawai'i



“Over The Edge offered our organization the opportunity to introduce an entirely new fundraiser to our area. We were able to use this unique platform to talk with new companies, raise awareness in our community and establish a new base from which to raise financial and volunteer support for our work.

Tom Lay, Executive Director
Boise Valley Habitat for Humanity

Seeing is Believing

Check out our [YouTube channel](#) to watch some footage of non-profits going Over The Edge.



“The Hyatt Regency Boston is proud to host Special Olympics Massachusetts' Over The Edge event. Not only is this event fun and exciting, it also helps to raise thousands of dollars for Special Olympics. The Over The Edge staff are professional, engaging, safety oriented and they instill confidence in everyone going Over The Edge.

Phillip Stamm, General Manager
Hyatt Regency Boston

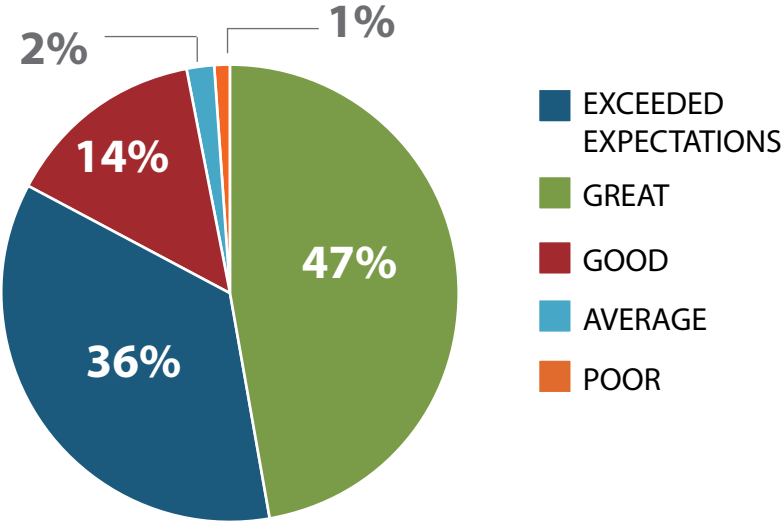


“It is very empowering to face your fears, take back control and rappel. The community support for this event and the individual feedback has been very rewarding in more than just financial ways.

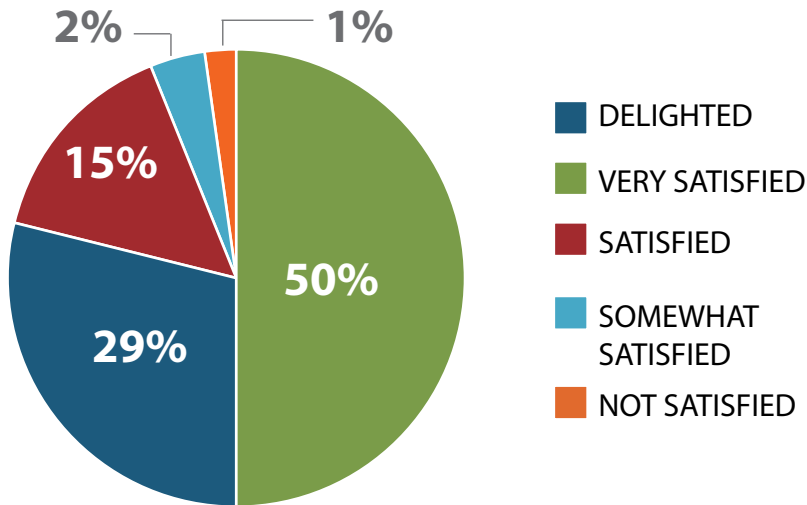
Lori Jones, Executive Director
YWCA Wheeling

Post Event Survey Results

How would you rate OTE service & support?



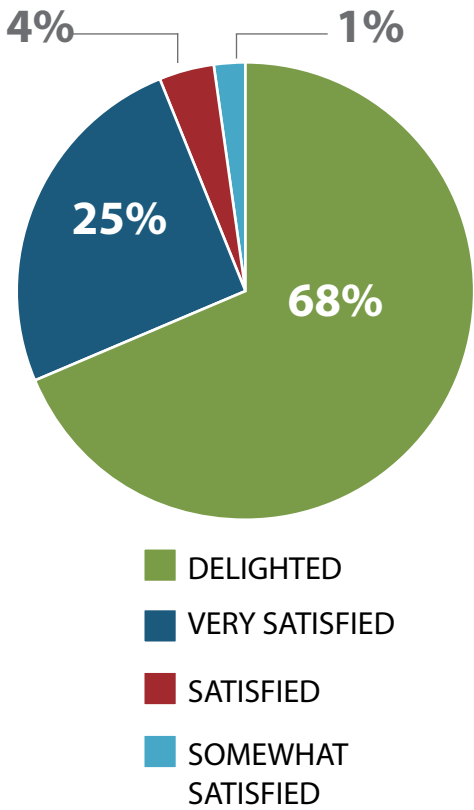
How satisfied were you with the frequency of outreach?



“2016 was my first time working with Over The Edge. I felt a little overwhelmed at how I would pull an event of this size off, but the OTE website and staff were amazing. They answered every question I had and offered tons of assistance through their webinars and emails.

Denise Durkee, Director
Easter Seals Michigan

How would you rate the on-site technical team?



Walk through the process

1

Apply to Host

No cost. No risk. No commitment. Once an application is received for an available market, you have 30 days to review the application documents. During this stage, your non-profit and Over The Edge will conduct some mutual due diligence to determine if this fundraiser is a good fit.

APPLY
TO HOST
NOW

2

Submit Contract and Deposit

The submission of your contract and deposit signals the green light from your decision makers. Time to turn our attention towards the venue.

3

Building Process

During this phase you will partake in two strategic planning sessions, which will include a building webinar and general event information. By following OTE's building best practices you should have a building secured within 90 days of submitting your contract.

4

Event Planning

Our Client Experience Managers will work with you in developing a plan for event success. They will share best practices in areas such as; recruitment, engaged leadership, social media and sponsorship. To support the non-profit, we have documented techniques that have proven successful in past Over The Edge events that are included in our comprehensive Best Practices Manual

5

Event Day and Beyond

Time to celebrate and enjoy, but also the time to begin building for next year. We at OTE know that the time from event Day until 30 days post-event is the most powerful time to engage participants, sign sponsors, re-up your media partner, etc. OTE will provide the tools and expertise to lay the groundwork for an even more successful event the following year.

An infographic for 'over the EDGE' featuring a person rappelling down a building. The text 'over the EDGE' is at the top right, with '2008 - 2016' below it. Large numbers and text on the right side include: '612+ EVENTS', '267+ BUILDINGS', '45,000+ EDGERS', and '\$60 Million+ RAISED'. The background is a blurred view of a city from a high vantage point.

over the
EDGE

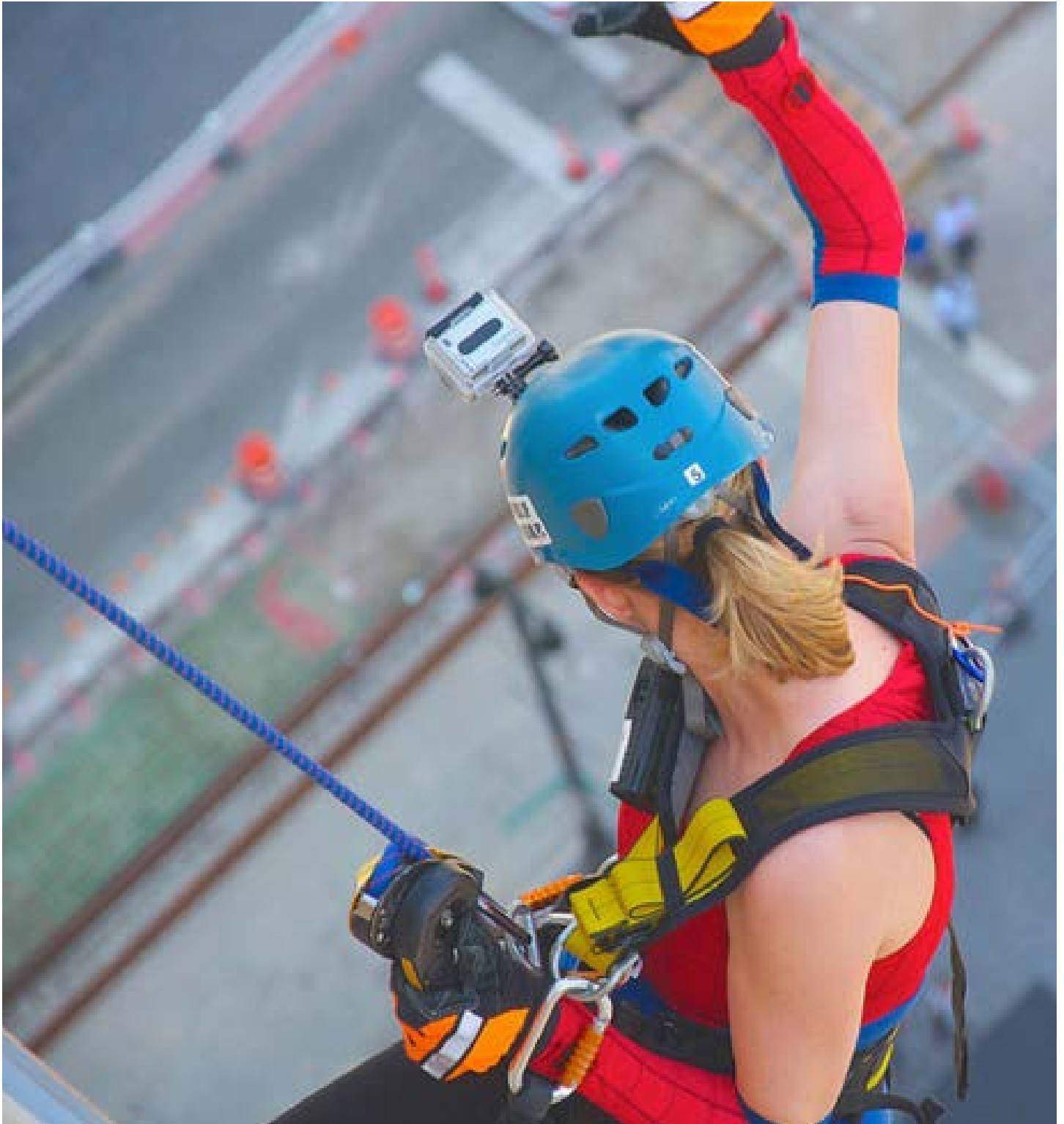
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CONTACT US TODAY

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