

uFire.ai

ROCK CLIMBING GYM — AMBASSADOR MARKETING

Climbers Bring Climbers

Turn Your Members Into Your Marketing Team

uFire connects Provo-area rock climbing gyms to local community members (250–10K followers) who post authentic content about your business. You pay per post. They spread the word.

UFIRE.AI/BRANDS/ROCK-CLIMBING

THE PROBLEM

Why Traditional Marketing Fails Rock Climbing Gym Businesses

- ✗  **Your Members Are Already Recruiting — Just Not Systematically**
Climbers naturally bring friends to the gym. But without a formal system, each member recruits 0–1 friend instead of consistently broadcasting to their social network.
- ✗  **Provo's Outdoor Climbing Culture Is Untapped for Indoor Discovery**
Provo is minutes from world-class outdoor climbing. Indoor climbers aspire to outdoor routes — your gym is the gateway, but outdoor enthusiasts don't know it yet.
- ✗  **Trial Pass Conversions Are Low Without Social Proof**
Getting someone through the door for a trial pass is half the challenge. Member ambassador posts showing the community and progression dramatically improve trial-to-membership conversion.

THE UFIRE SOLUTION

Simple. Trackable. Human.

1**Launch Your Campaign**

Set your budget, post requirements, and brief. We match you with verified local ambassadors in Provo who already love try indoor climbing.

2**Ambassadors Post Authentically**

Real locals create genuine content about your rock climbing gym and share it with their 250–10,000 followers. You pay only when posts go live.

3**Watch Word-of-Mouth Scale**

Each post reaches local followers who trust the person posting — driving inquiries, bookings, and revenue to your rock climbing gym.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

**\$50–
\$80/mo**

Average climbing gym membership — with dedicated climbers booking daily

**Provo
Outdoor
Culture**

Adjacent to Red Rocks, Moab, and other world-class climbing destinations

**Community-
driven**

Climbers recruit friends at 2x the rate of average gym members

A dedicated climbing member generates \$600–\$1,000 per year and recruits their friend group to the sport. Ambassador 'first send' celebration content, beginner guide posts, and kids' climbing highlights drive discovery from Provo's active outdoor community.

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GET STARTED TODAY

Ready to Turn Provo's Community Into Your Marketing Team?

We're launching in Provo, UT — rock climbing businesses are among the first to go live. Limited brand spots available.

ufire.ai/brands/rock-climbing

No contracts. Pay per post. Cancel anytime. 80% goes directly to ambassadors.