



MOUNT WASHINGTON[®]
OBSERVATORY

OUR LARGEST ANNUAL FUNDRAISER

seek **THE** peak

HIKE-A-THON

Earn gear & support the Obs!



Sponsored by



*Après Hike
Party*

JULY 20

Meet at Great Glen Trails

Match up with hikers of similar ability.

Details at **SEEKTHEPEAK.ORG**



Join Us for the Northeast's premier hiking event and our **Après Hike Expo** on Saturday, July 20 at Great Glen Trails, celebrating adventure in the White Mountains!

Seek the Peak's Purpose

Now in its 24th year, **Seek the Peak** is Mount Washington Observatory's (MWOBS) largest annual fundraiser, drawing some **500 outdoor enthusiasts** to the White Mountains. With deep roots in the outdoor recreation community, the event celebrates New Hampshire hiking and sustains our work in **weather and climate science**. All proceeds benefit MWOBS, including our Higher Summits Forecast, school-based educational programs, and undergraduate research experiences. **Seek the Peak** provides a **proven platform to market YOUR brand** to MWOBS' expansive audience of supporters, while aligning with our work in recreation and safety, education and outreach, and scientific research and technology.

Event Format

Participants raise funds from family, friends, and colleagues to support their hiking adventure, while earning exclusive gear and entry into our epic gear raffle. Held on **Saturday, July 20**, the event features a hike-a-thon on Mount Washington (located on the White Mountain National Forest), tours of our summit weather station, and the **Après Hike Expo** (main event) from 3:00 to 7:00 p.m. at Great Glen Trails Outdoor Center, featuring our sponsors (you!), live music, gear raffles, delicious eats, and all of our participants. The public is also invited and welcome to attend. A kick-off party will be held July 19 at Tuckerman Brewing Co.

Participants

- Age: 18-25 (5%) | 26-49 (55%) | 50+ (40%)
- Gender: Male (59%) | Female (41%)
- Top States of Residence: MA, NH, NY, PA, CT, ME, RI, NJ, VT, VA
- Vacation Style: Take active vacations (97%)

Seek the Peak fosters a diverse community of hiking enthusiasts who cherish a White Mountains adventure and value the role Mount Washington Observatory plays in weather forecasting, research, and education. Participants are not typically world-class climbers or professional athletes. They are people of all ages and abilities, united by their passion for Mount Washington.

2024 Seek the Peak Sponsorship Proposal

The 24th annual Seek the Peak will be held July 20, 2024, and we invite you to join in the adventure and align your brand with the premier White Mountains hiking event of the year. Sponsoring Seek the Peak offers many opportunities to **position your brand and engage** with audience. Our popular communication channels are followed by hundreds of thousands, with a concentration in the Northeast.

Presenting Sponsor

MWOBS to provide:

Recognition as 1 of 3 exclusive Presenting Sponsors for Seek the Peak includes:

- *Shout-out in all radio and media opportunities (TV/Radio/Print)*
- *Recognition at Après Hike Expo*
- *In weekly Live Higher Summits Forecast (Facebook) and 10x promotion on social media (350K followers)*
- Opportunity for a table at Après Party
- In all press releases
- In Seek the Peak promo video
- On event T-shirt
- On mountwashington.org and seekthepeak.org
- On poster and rack card
- In each Seek the Peak email to the MWOBS mail list and each Seek the Peak email to participants
- Name recognition in summer edition of *Windswept*, the Observatory's magazine (3,000 circulation)

Sponsor to provide:

- One-time **\$10,000** payment to Mount Washington Observatory
- High-quality logo for use in marketing
- Four 3' x 6' banners to be displayed at Après Hike Party
- Reciprocal marketing support
- One or more prizes for raffle (Totaling more than \$500 retail value)

Event Sponsor

MWOBS to provide:

Recognition as 1 of 7 Event Sponsor for Seek the Peak includes:

- *Opportunity for a table at Après Hike Expo*
- *In all press releases*
- *5x promotion on social media (350K followers)*
- *In Seek the Peak promo video*
- On event T-shirt
- On seekthepeak.org
- On poster and rack card
- In each Seek the Peak email to the MWOBS mail list and each Seek the Peak email to participants
- Name recognition in summer edition of *Windswept*, the Observatory's magazine (3,000 circulation)

Sponsor to provide:

- One-time **\$5,000** payment to Mount Washington Observatory
- High-quality logo for use in marketing
- Four 3' x 6' banners to be displayed at Après Hike Party
- Reciprocal marketing support
- One or more prizes for raffle (Totaling a minimum of \$250 retail value)

Trail Sponsor

MWOBS to provide:

Recognition as a Trail Sponsor for Seek the Peak includes:

- *Opportunity for a table at Après Hike Expo*
- On event T-shirt
- On seekthepeak.org
- In each Seek the Peak email to the MWOBS mail list and each Seek the Peak email to participants
- Name recognition in summer edition of *Windswept*, the Observatory's magazine (3,000 circulation)

Sponsor to provide:

- One-time **\$1,000** payment to Mount Washington Observatory
- Reciprocal marketing support
- One or more prizes for raffle (Totaling a minimum of \$250 retail value)

Recent Sponsors



Since 1932, Mount Washington Observatory staff have braved the Home of the World's Worst Weather to live and work on the front lines of mountain meteorology.



Mount Washington Observatory
PO Box 2310
North Conway, NH 03860
Drew Bush
(603) 356-2137, ext. 218
dbush@mountwashington.org

