

24<sup>TH</sup> ANNUAL

# seek THE peak <sup>TM</sup>



Earn gear  
& support the Obs!

*Seek your peak.*  
Any hike. Any day.

Meet & celebrate at  
the Expo at Great Glen Trails

**APRÈS HIKE EXPO • JULY 20**



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** plus their families to the White Mountains. With deep roots in the mountain adventure, the event celebrates New Hampshire's hiking community and sustains our work in **weather and climate science**. All proceeds benefit the Observatory's work, 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 outdoor recreation, safety, and weather and climate.

### Event Format

**Participants raise funds** from family, friends, and colleagues to support their hiking adventure and earn exclusive gear and entry into our **Après Outdoor Expo** and 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 Expo (main event) from 3:00 to 7:00 p.m. at Great Glen Trails Outdoor Center, featuring you, our exhibitors, 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 our highly qualified audience. Our popular communication channels are followed by hundreds of thousands, with a concentration in the Northeast.

## Nonprofit Sponsor

### MWOBS to provide:

Recognition as a Nonprofit Sponsor for Seek the Peak includes:

- Opportunity for a table at Après Outdoor 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:

- Reciprocal marketing support
- One or more raffle prizes

## 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.



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