

Seek the Peak

2025 NONPROFIT PARTNERSHIP



ABOUT THE EVENT

Celebrating its 25th year, **Seek the Peak** is **Mount Washington Observatory's (MW OBS) largest annual fundraiser**, drawing over 600 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.**

Join Us for a Special 25th Anniversary Celebration of Seek the Peak, the Northeast's Premier Hiking Event, on July 19, 2025!



Scan code to watch our event video

We invite your organization to join us at the Après Hike Expo on Saturday, July 19, bringing together participants, partners, and sponsors at the base of Mount Washington (at Great Glen Trails) with live music, gear raffles, delicious eats, and family fun. This event is open to the public and is a great way to engage with the outdoor recreation community, families, and area youth in a meaningful way. **As a nonprofit partner, you'll receive a table/tent space at the Expo dedicated to your organization at no cost.** We kindly ask that you confirm your attendance in advance and provide an item for our hiker raffle to support the event (see below).

We're going big for our 25th Anniversary, and we'd love to have you there!

For information or to confirm your space at the Expo, please reach out to Ellen Estabrook at eestabrook@mountwashington.org.

MW OBS TO PROVIDE:

- **Table space at the Expo** (table is provided; tent is not)
- **1 social media mention** as nonprofit partner
- **Logo featured** in select Seek the Peak emails and on seekthepeak.org

PARTNER TO PROVIDE:

- **Reciprocal marketing support**
- Contribution of **1 or more raffle prizes** (\$100+ value), such as branded swag, gift cards, memberships, and/or hiking/outdoor gear