

Seek the Peak

25TH ANNIVERSARY
SPONSORSHIP OPPORTUNITIES

This milestone event offers your brand a proven platform to reach MW OBS's expansive audience, while aligning with shared values in outdoor recreation, safety, and weather research.



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 18-19, 2025!



Scan code to watch our event video!

Participants raise funds to support their summer hiking adventure (any hike, any day) while earning exclusive gear and entry into our epic gear raffle. **The Après Hike Expo** is the main event on **Saturday, July 19** that brings participants, partners, and sponsors together at the base of Mount Washington, with live music, gear raffles, delicious eats, and family fun. **A kick-off party** will be held **Friday, July 18** at Tuckerman Brewing Company, featuring a laid-back gathering with the same merriment! (The public is welcome to attend both).

Seek the Peak brings together a diverse and passionate community of hikers who love the White Mountains and value the Observatory's contributions to weather forecasting, research, and education. This event isn't for elite athletes—it's for people of all ages and abilities who share a passion for outdoor adventure.



PARTICIPANTS

- 600 hikers & Expo participants in 2024, with
- 145 first-time participants
- Top residences: MA, NH, NY, PA, CT, ME, RI, NJ, VT, VA, MD
- Age: 18-25 (9%), 26-49 (52%), 50+ (39%)
- Vacation style: 97% take active vacations

MARKETING



- MW OBS social media: 400k+
- MW OBS active email contacts: 27k+
- MW OBS Windswept Magazine: 4k+
- So much more! See page 2.

SPONSORSHIP PROPOSAL

We invite you to join in the adventure and **align your brand with the premier White Mountains hiking event of the year by partnering with us as a 2025 sponsor!** Below are three options of sponsorship levels that will position your brand for targeted engagement with our audiences.

PRESENTING SPONSOR

MWOBS TO PROVIDE:

- **Media Exposure:** Inclusion in all radio, TV, and print media opportunities, including press releases, and logo featured in all promotional videos.
- **Social Media:** **Four (4) dedicated posts** promoting your sponsorship, with a flexible format (text/video) based on collaboration between your brand and ours, with up to **20 additional tags/mentions** in Seek the Peak posts across Instagram, Facebook, and X. Logo also featured in two all-sponsor social posts.
- **On-site:** Prominent recognition at the Après Hike Expo with opportunity to host a tent/area/table at the Expo, and Friday's Kick-Off event.
- **New Product Launch:** Additional opportunity to launch new product at Après Hike Expo.
- **Print Materials:** Logo included on all promotional print materials, including posters and rack cards.
- **Event T-shirt & Website:** Brand/logo featured on the event T-shirt and on seekthepeak.org.
- **Email Campaign:** Logo and brand recognition at top of each Seek the Peak email.
- **Magazine Acknowledgment:** Recognition in the summer edition of *Windswept*.

SPONSOR TO PROVIDE:

- **Sponsorship Fee:** A one-time **\$5,000 payment** directly supporting our operations.
- **Marketing Assets:** A high-quality logo for use in all marketing materials.
- **Event Signage:** Four 3' x 6' banners to be displayed at the Après Hike Expo.
- **Reciprocal Marketing Support:** Promote Seek the Peak to your audience, supporting mutual brand exposure.
- **Raffle Prize:** Contribution of one or more raffle prizes totaling **\$500** or more in retail value.

EVENT SPONSOR

MWOBS TO PROVIDE:

- **Media Exposure:** Mention in all press releases related to the event.
- **Social Media:** **Two (2) dedicated posts** across MWOBS's social media platforms, with a flexible format (text/video) based on collaboration between your brand and ours, with up to **15 additional tags/mentions** in Seek the Peak posts across channels. Logo also featured in one all-sponsor social post.
- **On-site:** Opportunity to host a table at the Après Hike Expo.
- **Print Materials:** Logo inclusion on event posters and rack cards.
- **Event T-shirt & Website:** Brand/logo featured on the event T-shirt and on seekthepeak.org.
- **Email Campaign:** Logo and brand recognition in each Seek the Peak email.
- **Magazine Acknowledgment:** Recognition in the summer edition of *Windswept*.

SPONSOR TO PROVIDE:

- **Sponsorship Fee:** A one-time **\$1,000 payment** directly supporting our operations.
- **Marketing Assets:** A high-quality logo for use in all marketing materials.
- **Event Signage:** Two 3' x 6' banners to be displayed at the Après Hike Expo.
- **Reciprocal Marketing Support:** Promote Seek the Peak to your audience, supporting mutual brand exposure.
- **Raffle Prize:** Contribution of one or more raffle prizes totaling **\$350** or more in retail value.

TRAIL SPONSOR

MWOBS TO PROVIDE:

- **On-site:** Opportunity to host a table at the Après Hike Expo.
- **Event T-shirt & Website:** Brand/logo featured on the event T-shirt and on seekthepeak.org.
- **Email Campaign:** Logo and brand recognition in each Seek the Peak email.
- **Social Media:** **One (1) dedicated post** across MWOBS's social media platforms, with a flexible format based on collaboration between your brand and ours, with up to **5 tags/mentions** in Seek the Peak posts across channels. Logo also featured in one all-sponsor post.
- **Magazine Acknowledgment:** Recognition in the summer edition of *Windswept*.

SPONSOR TO PROVIDE:

- **Sponsorship Fee:** A one-time **\$500 payment** directly supporting our operations.
- **Marketing Assets:** A high-quality logo for use in all marketing materials.
- **Reciprocal Marketing Support:** Promote Seek the Peak to your audience, supporting mutual brand exposure.
- **Raffle Prizes:** Contribution of one or more raffle prizes totaling **\$250** or more in retail value.



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. Thank you for your support!

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