



seek^{THE} peak

UNIQUE SPONSORSHIP OPPORTUNITIES AT
THE NATION'S PREMIER HIKING EVENT

JULY 20-21, 2012

12TH ANNUAL HIKE-A-THON TO SUPPORT
MOUNT WASHINGTON OBSERVATORY

PRESENTED BY

**EASTERN
MOUNTAIN
SPORTS®**





AT A GLANCE

THE EVENT: **SEEK THE PEAK**

- Seek the Peak is the largest annual fundraiser for the nonprofit Mount Washington Observatory.
- Founded in 2001, Seek the Peak has raised nearly \$1,000,000 over its eleven-year history.
- Seek the Peak has shown significant growth each year, evolving from an 80-person event raising \$12,000 in 2001, to the nation's premier hiking event, attracting over 600 participants and raising close to \$200,000 in 2011 alone.
- Presenting sponsors Eastern Mountain Sports and Subaru recognize the tremendous sponsorship value that Seek the Peak presents, and have chosen to associate their brands with this very successful outdoor event.
- Seek the Peak earns national media attention, reaching hundreds of thousands of people through newspaper, radio, magazine and online coverage.
- Seek the Peak is a classic participant-driven fundraising event, attracting affluent adults and families who are active in outdoor activities and excited to learn more about outdoor gear and products.

THE CAUSE: **MOUNT WASHINGTON OBSERVATORY**

- Founded in 1932, Mount Washington Observatory is a nonprofit, member-supported research and educational institution with a mission to advance understanding of Earth's weather and atmosphere.
- The Observatory has been monitoring Mount Washington's weather from its legendary mountaintop weather station since the organization's founding, maintaining one of the nation's longest-running continuous climate records.
- Utilizing its high-tech facility atop Mount Washington, the Observatory collaborates with universities, government agencies, and private companies on a variety of weather and climate research and product testing.
- Sharing the wonder of Mount Washington has been an integral part of the Observatory's mission since its founding. Today, it continues that legacy with a number of innovative offerings, including distance learning, classroom programs, teacher training, educational summit trips, and two unique museums.





THE CAUSE: MOUNT WASHINGTON OBSERVATORY



HISTORY

Mount Washington's infamous weather has captivated visitors and scientists alike for hundreds of years. The first regular meteorological observations were conducted by the U.S. Signal Service, a precursor to the Weather Bureau, from 1870 to 1892. Recognizing the significance of Mount Washington's extraordinary meteorological phenomena, an enthusiastic group of civilians founded Mount Washington Observatory in 1932 to continue this important work. The mountaintop station was the first of its kind in the world.

On April 12, 1934, the fledgling station recorded a wind gust of 231 mph—the highest ever observed by man. News of the new world record spanned the globe, helping the mountain earn its title, “Home of the World’s Worst Weather.”

TODAY'S OBSERVATORY

Mount Washington Observatory has grown to become a legendary institution with international reach. In addition to the daily weather observations started by our founders in 1932, we now also utilize our unique natural laboratory to conduct research, educational programs, and public outreach.

WEATHER OBSERVATION

The weather station remains the heart of the Observatory. Staffed continuously since our founding, it is now operated by two alternating crews who live on the summit for a week at a time, taking hourly weather observations and conducting educational programs. The data we collect is disseminated to the National Weather Service and used in nationwide forecasting models, regional reports, and a variety of research endeavors.

RESEARCH

The Observatory also utilizes its summit facility as a benchmark research station, collaborating with universities, governmental agencies, and private companies on many types of severe weather research and testing. Recent projects have studied rime ice formation, air pollutant trends, the effects of climate change on high altitude environments, global tropospheric chemistry and more. With immediate access to the extreme conditions of the alpine zone, the Observatory also partners with outdoor gear manufacturers on winter product testing and development.

EDUCATION

A national resource for weather and climate education, the Observatory conducts classroom and distance learning programs, museum workshops and symposia, as well as day and overnight trips to the summit in summer and winter. The Observatory also maintains the Weather Discovery Center, an interactive science museum in downtown North Conway, NH, and the Mount Washington Museum, a human and natural history museum on the summit of Mount Washington.

Through all of its efforts, the Observatory connects the public with the awe and wonder of the natural world, igniting a passion for science, the mountains, and the outdoors. Serving not only as experts in the field of extreme weather, the Observatory has also emerged as the voice of Mount Washington. Through its popular website, daily radio reports, frequent high-level exposure in national news media, strategic partnerships with leaders in the outdoor industry, and far-reaching educational outreach efforts, Mount Washington Observatory's mission and work reaches millions of individuals each year.





THE EVENT: **SEEK THE PEAK**



HISTORY

Founded in 2001, Seek the Peak is the largest annual fundraiser for the nonprofit Mount Washington Observatory. Over its 11-year history, the event has raised just under \$1,000,000 for the Observatory, drawing approximately 2,500 participants.

The 2011 event was presented by Subaru, Eastern Mountain Sports, and Stonyfield Farm, and drew more than 600 hikers and their families from across the eastern seaboard and beyond. The event raised close to \$200,000.

ALLURE

6,288-foot Mount Washington is the pinnacle of the New England hiking scene, boasting world-class alpine trekking and stunning views to the Atlantic Ocean, Canada, the Adirondack mountains and beyond. Its rugged terrain is used as a training ground for international mountaineers, and its windswept summit is a coveted high point along the Appalachian Trail. Scaling Mount Washington as a participant in Seek the Peak offers an immensely rewarding physical challenge.

FORMAT

Seek the Peak is a classic participant-driven fundraising event. Hikers register in advance, then solicit donations from friends and family using a personal fundraising page on SeekthePeak.org. They are supported in their endeavors by regular coaching emails from Observatory staff, and a suite of fundraising tools and resources.

The night before the hike, participants travel to North Conway for registration and a kick-off party. Then, on Seek the Peak Saturday, they depart for the summit of Mount Washington via the trail of their choice, and enjoy a complimentary tour of the Observatory's famous weather station when they reach the top. After the hike, they are rewarded with a huge after party, featuring live music, an outdoor expo, an all-you-can-eat feast, and a prize ceremony unlike any other.

PRIZES

To thank our participants for raising valuable funds for the nonprofit Mount Washington Observatory, we proudly award them with thousands of dollars worth of incredible prizes and incentives. *Many hikers cite the great prizes as their primary motivation for participating, and we are proud to partner with successful, national brands to provide these high-level incentives.*

Prizes and incentives are tiered by fundraising level, so no one leaves empty handed. A grand prize is guaranteed for the top fundraiser, substantial prizes are drawn among those who raise at least \$1,000, \$750, \$500, and \$300, and dozens of prizes are drawn among all who raise the minimum \$200. In addition to the prizes, all hikers are treated to an event t-shirt and goodie bag, as well as valuable, name brand outdoor gear incentives for six different fundraising milestones. *No other event comes close to rewarding its participants like Seek the Peak!*





THE EVENT: **SEEK THE PEAK**



PARTICIPANTS

Seek the Peak hikers are not world-class climbers or professional athletes; they are real people of all ages and abilities, united by their passion for hiking, Mount Washington, and the great outdoors.

DEMOGRAPHIC PROFILE

AGE

18-25	6%
26-49	59%
50+	35%

GENDER

Male	53%
Female	47%

INCOME LEVEL

\$75,000+	49%
\$100,000+	32%
\$150,000+	16%

EDUCATION

Undergraduate degree	65%
Graduate degree	32%

TOP 10 STATES OF RESIDENCE

- 1) Massachusetts
- 2) New Hampshire
- 3) New York
- 4) Pennsylvania
- 5) Connecticut
- 6) Maine
- 7) Rhode Island
- 8) New Jersey
- 9) Vermont
- 10) Virginia

PSYCHOGRAPHIC PROFILE

TOP 10 OUTDOOR SPORTS

- 1) Hiking
- 2) Camping
- 3) Backpacking
- 4) Winter sports
- 5) Biking
- 6) Water sports
- 7) Photography
- 8) Running
- 9) Gardening
- 10) Rock and ice climbing

VACATION STYLE

Take active vacations 90%

FOOD PREFERENCES

Willing to pay more for food that 54%
they believe is better for their health
and/or the health of their family

Regularly purchase organic, natural, . . . 35%
and/or chemical-free products

HOME OWNERSHIP

Own their home 65%
Own a second home 14%

*Information based on a 2011 survey
of event participants.*

Recent Partner Brands





SPONSORSHIP OPPORTUNITIES

The 12th annual Seek the Peak Hike-a-thon will be held July 20-21, 2012, and we invite your business to join in the adventure. We don't just slap your logo on a t-shirt and call it done; sponsoring Seek the Peak is an active, two-way partnership, offering many opportunities for you to increase awareness of your products or services, and engage your brand with our highly qualified audience. The following outlines the available opportunities and benefits for your company.

To learn more about becoming a Seek the Peak sponsor, please contact:

Kerry MacDougall, Director of Development
kmacdougall@mountwashington.org
603-356-2137, ext. 206

Mount Washington Observatory is a 501(c)3 non-profit organization, so there may be tax advantages for supporting Seek the Peak. Please consult your tax advisor for more information.

PRESENTING SPONSOR: \$12,500

Mount Washington Observatory (MWO) to provide:

- Recognition as one of three exclusive presenting sponsors of Seek the Peak
- 10' x 10' booth space at the STP 12 after party expo
- Sampling opportunity in all hiker goodie bags
- Prominent logo recognition and link on all pages of SeekthePeak.org and MountWashington.org
- Prominent logo recognition in all event-related print materials: ads, posters, t-shirts, thank you boards, etc.
- Prominent logo recognition and link in each Seek the Peak email to the MWO house file (20,000+ recipients) and each Seek the Peak coaching email to event participants (up to 500+ recipients)
- Prominent recognition and promotion on Observatory and Seek the Peak Facebook pages (approx. 15,000 fans)
- Written recognition in all press releases
- Verbal recognition in radio and television commercials
- Verbal recognition and opportunity for a sponsor representative to make remarks during the STP 12 awards ceremony
- Logo recognition in four editions of *Windswept*, the Observatory's quarterly magazine (5,000 circulation)
- PLUS one exclusive overnight winter trip to the Mount Washington Observatory summit station for up to eight people

Sponsor to provide:

- One-time \$12,500 payment to Mount Washington Observatory for the sponsorship of Seek the Peak
- High quality logo for use on signage, printed materials, website, etc.
- Five 3' x 6' logo banners to be displayed at event
- One or more prizes (totaling a minimum of \$1,000 retail value)
- Reciprocal marketing support



GOLD SPONSOR: \$5,000

Mount Washington Observatory (MWO) to provide:

- Second tier logo recognition and link on all pages of SeekthePeak.org
- Second tier logo recognition in all event-related print materials: ads, posters, t-shirts, thank you boards, etc.
- Text recognition and link in each Seek the Peak email to the MWO house file (20,000+ recipients) and each Seek the Peak coaching email to event participants (up to 500+ recipients)
- Recognition and promotion on Observatory and Seek the Peak Facebook pages (approx. 15,000 fans)
- 10' x 10' booth space at the STP 12 after party expo
- Sampling opportunity in all hiker goodie bags
- Written recognition in all press releases
- Verbal recognition during the STP 12 awards ceremony
- Recognition in four editions of *Windswept*, the Observatory's quarterly magazine (5,000 circulation)

Sponsor to provide:

- One-time \$5,000 payment to Mount Washington Observatory for the sponsorship of Seek the Peak
- High quality logo for use on signage, printed materials, website, etc.
- Four 3' x 6' logo banners to be displayed at event
- One or more prizes (totaling a minimum of \$500 retail value)
- Reciprocal marketing support

SILVER SPONSOR: \$2,500

Mount Washington Observatory (MWO) to provide:

- Text recognition and link on all pages of SeekthePeak.org
- Text recognition in all event-related print materials: ads, posters, t-shirts, thank you boards, etc.
- Recognition and promotion on Observatory and Seek the Peak Facebook pages (approx. 15,000 fans)
- 10' x 10' booth space at the STP 12 after party expo
- Sampling opportunity in all hiker goodie bags
- Verbal recognition during the STP 12 awards ceremony
- Recognition in four editions of *Windswept*, the Observatory's quarterly magazine (5,000 circulation)

Sponsor to provide:

- One-time \$2,500 payment to Mount Washington Observatory for the sponsorship of Seek the Peak
- Two 3' x 6' logo banners to be displayed at event
- One or more prizes (totaling a minimum of \$250 retail value)
- Reciprocal marketing support



BRONZE SPONSOR: \$1,000

Mount Washington Observatory (MWO) to provide:

- Text recognition and link on all pages of SeekthePeak.org
- Text recognition on thank you boards
- Recognition on Observatory and Seek the Peak Facebook pages (approx. 15,000 fans)
- 10' x 10' booth space at the STP 12 after party expo
- Sampling opportunity in all hiker goodie bags
- Verbal recognition during the STP 12 awards ceremony
- Recognition in four editions of *Windswept*, the Observatory's quarterly magazine (5,000 circulation)

Sponsor to provide:

- One-time \$1,000 payment to Mount Washington Observatory for the sponsorship of Seek the Peak

IN-KIND SPONSOR: \$1,000+

(PRIZES & GOODIE BAG ITEMS WITH A RETAIL VALUE OF \$1,000+)

Mount Washington Observatory (MWO) to provide:

- Text recognition and link on all pages of SeekthePeak.org
- Text recognition on thank you boards
- Recognition and promotion on Observatory and Seek the Peak Facebook pages (approx. 15,000 fans)
- 10' x 10' booth space at the STP 12 after party expo
- Sampling opportunity in all hiker goodie bags
- Verbal recognition during the STP 12 awards ceremony
- Recognition in four editions of *Windswept*, the Observatory's quarterly magazine (5,000 circulation)

Sponsor to provide:

- 500 items to be included in every Seek the Peak hiker goodie bags, with a total retail value of at least \$1,000, OR, one or more prizes with a total retail value of at least \$1,000

IN-KIND SPONSOR: UP TO \$1,000

(PRIZES & GOODIE BAG ITEMS WITH A RETAIL VALUE UP TO \$1,000)

Mount Washington Observatory (MWO) to provide:

- Text recognition and link on the prize page on SeekthePeak.org
- Text recognition on thank you boards
- 10' x 10' booth space at the STP 12 after party expo
- Recognition in four editions of *Windswept*, the Observatory's quarterly magazine (5,000 circulation)

Sponsor to provide:

- 500 items to be included in the Seek the Peak hiker goodie bags, with a total retail value up to \$1,000, OR, one or more prizes with a total retail value up to \$1,000



 **MWOBS**
MOUNT WASHINGTON OBSERVATORY

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North Conway, NH 03860
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THE NATION'S PREMIER HIKING EVENT

 **seek**^{THE}
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