



Project U.S.E. Annual Hike

SPONSORSHIP INFORMATION

DATE: Saturday, May 3, 2025

TIME: 3:00 a.m. to 7:30 p.m.

Project U.S.E. hosts an annual hike where participants hike 6 miles, 16.5 miles, or 50 miles along the Appalachian Trail to raise money to expand equitable access to outdoor programs. Hikers participate in fundraising teams to raise money through donations and pledges for their hike along the trail. The three hike distances allow participants with different levels of experience to participate, with trained Project U.S.E. staff members and volunteers providing support along the way.

FOR MORE INFORMATION ABOUT THE HIKE, PLEASE CONTACT:

Jeff Key

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SUPPORT

EXPANDED AND
EQUITABLE ACCESS
TO OUTDOOR
EXPERIENCES FOR
ALL STUDENTS



OPEN

NEW PATHWAYS TO
MORE DIVERSE
OUTDOOR AND
ENVIRONMENTAL
LEADERSHIP FOR
THE YOUTH WE
SERVE



CREATE

THE NEXT GENERATION OF DIVERSE OUTDOOR AND
ENVIRONMENTAL LEADERS





The Project U.S.E. Mission

Since 1970, Project U.S.E. has been providing transformational programs in outdoor and experiential education to thousands of participants. Our programs empower young, diverse participants from all walks of life to develop self-confidence, build skills in outdoor programming and leadership, and ultimately set ambitious goals to create positive change in their own communities. Through challenging outdoor activities such as hiking, camping, orienteering, and paddling we work to help students build these critical soft skills.

By working to challenge students, we help them develop skills that will translate to academic achievement and increased confidence in their ability to have long term professional and career success. As students continue to gain experience in our programs, they have the opportunity to work as paid program assistants or instructors and help mentor younger participants.

With the support of donors and sponsors, Project U.S.E. aims to provide access to programs defined by student ownership – helping the participants we serve develop a sense of self-worth, problem solving skills, and the belief that they have the ability to tackle real-world challenges as responsible, engaged adults.

ANNUAL HIKE SPONSORSHIP LEVELS

PATHFINDER SPONSOR - \$25,000

- Company logo on photo backdrop for awards ceremony
- Main logo placement on Annual Hike T-shirts
- Primary logo placement in all Annual Hike communications & three social media posts
- Complimentary registration for a team of up to six (6) hikers
- Opportunity for company representative to speak at post-hike ceremony
- Live acknowledgment as signature sponsor by Project U.S.E. at post-hike ceremony
- Inclusion in the Partners section of www.projectuse.org (for one year)

SUMMIT SPONSOR - \$15,000

- Company logo on hike finish line banners and hike finisher/fundraiser awards
- Secondary logo placement on Annual Hike T-shirts
- Two (2) complimentary event registrations for participants
- Logo placement in all Annual Hike communications & two social media posts
- Live acknowledgment as race sponsor by Project U.S.E. Executive Director at post-hike ceremony
- Inclusion in the Partners section of www.projectuse.org (for one year)



HIGHPOINT SPONSOR - \$10,000

- Secondary logo placement on Annual Hike T-shirts
- Logo placement and recognition in all Annual Hike communications & two social media posts
- Two (2) complimentary event registrations for participants
- Live acknowledgment as event sponsor by Project U.S.E. Executive Director at post-hike ceremony
- Inclusion in the Partners section of www.projectuse.org (for one year)

BACKCOUNTRY SPONSOR - \$5,000

- Secondary logo placement on Annual Hike T-shirts
- Logo placement in all Annual Hike communications & one social media post
- Live acknowledgment as signature sponsor by Project U.S.E. at post-hike ceremony
- Inclusion in the Partners section of www.projectuse.org (for one year)



TRAILBLAZER SPONSOR - \$2,500

- Logo placement on Annual Hike campaign Website
- Secondary logo placement on Annual Hike T-shirts
- Logo placement in all Annual Hike communications & one social media post
- Live acknowledgment as race sponsor by Project U.S.E. Executive Director at post-hike ceremony

BASECAMP SPONSOR - \$1,000

- Logo placement on Annual Hike campaign Website
- Logo placement and recognition in all Annual Hike communications
- Live acknowledgment as event sponsor by Project U.S.E. Executive Director at post-hike ceremony

IN-KIND SPONSORSHIP - \$250 to \$2,000

Serve as an in-kind food, beverage, or equipment sponsor for the event or our programs

- Logo placement on Annual Hike campaign Website
- Logo placement and sponsor recognition in all Annual Hike communications



FOR ADDITIONAL INFORMATION OR TO DISCUSS
A SPONSORSHIP PLEDGE, PLEASE CONTACT:

Jeff Key
jkey@projectuse.org
(973) 645-0080



REGISTER A COMPANY TEAM

Our Annual Hike event and fundraising campaign is a great opportunity for companies to engage in teambuilding and encourage health and wellness while supporting a Newark-based nonprofit.

Contact us for more details if your company would be interested in having a team of employees for the event – they can participate in person or walk/hike on their own to support a great cause and experience the health benefits of exercise and nature!



BUSINESS MATCH SPONSOR

We welcome matching donation pledges from local businesses and companies in any amount ranging from \$250 to \$1,000. These pledges help us raise additional funds by serving as a 1:1 challenge match for donors.

Our match sponsors receive social media recognition, community engagement opportunities, and help double the impact of donations from our supporters. Contact us for more details about this option.

PROMOTIONAL OPPORTUNITIES

Project U.S.E. offers a distinctive platform for companies and sponsors to enhance their brand and market to a unique cross-section of our donors at all levels, with our main audiences focused on outdoor sports/activities, health and wellness, and supporting youth development. Through our dedicated group of supporters, you can take advantage of a focused opportunity to engage in cause marketing with past supporters of the Annual Hike who share information and actively promote the event to others in their extended networks.

Social media promotion for the Annual Hike will be focused on Facebook, LinkedIn, and Instagram.

We will be sending monthly e-blasts to our mailing list of ~1,000 subscribers from November 2024 through May 2025 leading up to the Annual Hike on May 3, 2025.

We plan to leverage our relationships with outdoor companies and sponsors to increase social media reach for event promotion.

