

MATTATrek 2025

EXPLORE LITCHFIELD HILLS



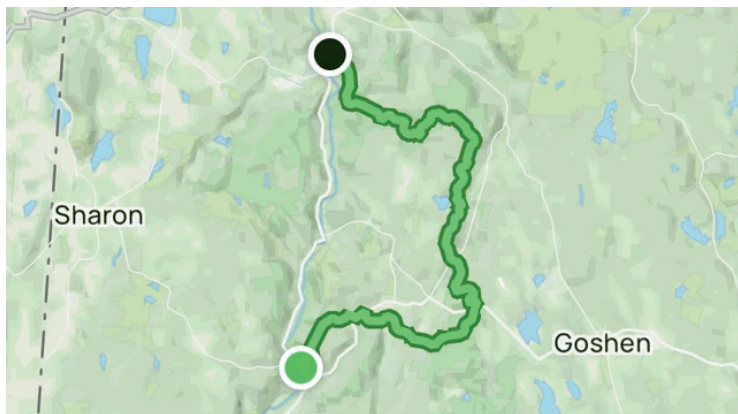
Join us for our 3rd Annual MattaTrek Challenge! Venture forth with Director Bob Burns as he hikes the Litchfield Hills (May 9), or join us on Saturday, May 10th on our 5K hike at the White Memorial Conservation Center in Litchfield.

MattaTrek 2025 takes us on a 23.5 mile hike on May 9th beginning at Mohawk State Park with scenic views of the Litchfield Hills. Join us on Saturday, May 10th for a family-friendly 5K hike on the beautiful trails of the White Memorial Conservation Center nature preserve. Registration and MattaTrek T-Shirt pickup begins at 9:30 AM and the 5K hike begins at 10:00 AM.

Hiking Options

- Through Hike Loop begins at the Cornwall Bridge following the Mohawk Trail for 23.5 miles to Housatonic Valley Regional High School.
- 5K Hike beginning in White Memorial Conservation Center through the picturesque nature preserve and ending at the nearby Litchfield Distillery

All proceeds for this event support our exciting educational and family programming and exhibitions that make the Mattatuck Museum a vibrant cultural destination for our region. We value our partnerships with you and hope you will consider sponsoring the MattaTrek at one of the indicated levels.



23.5 Miles



White Memorial Conservation Center trail

For more information, please contact Morgan O'Brien:

morgan@mattmuseum.org or (203)753-0381 x120





Sponsor Response Form

YES, I WANT TO SPONSOR MATTATREK 2025:

- ☐ \$2,500 Premier Sponsor
- ☐ \$1,500 Gold Sponsor
- ☐ \$1,000 Silver Sponsor
- ☐ \$500 Bronze Sponsor

- ☐ I wish to be an anonymous sponsor. Please do not list my name on any sponsorship materials.
- ☐ I/We cannot attend but would like to make a donation to *The MATT*: \$_____

SPONSOR NAME (As you would like it to appear on MattaTrek sponsorship materials):

AUTHORIZING CONTACT INFORMATION

Name: _____

Street: _____

City, State, Zip: _____

Email: _____

Phone: (_____) _____ - _____

CONTACT PERSON

(for guest lists, logo, and other follow-up if different from authorizing individual):

Name: _____

Email: _____

Phone: (_____) _____ - _____

PAYMENT INFORMATION

- ☐ Payment to follow (no invoice necessary)
- ☐ Please send an invoice to the contact person
- ☐ Check, payable to the Mattatuck Museum
- ☐ Please charge my credit card

CARD TYPE:

- ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Card number _____

Expiration Date _____ CVV Code _____

Signature _____

You can also donate by credit card securely online at www.mattmuseum.org/mattatrek

SHIRT SIZES (If multiple, please write-in number)

☐ Small ☐ Medium ☐ Large ☐ XL ☐ Other _____

REPLY BY APRIL 18 TO GET YOUR NAME PRINTED ON T-SHIRTS FOR THE DAY OF THE EVENT

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MATTATrek Sponsorships

\$2,500 Premier Sponsor

- Individual Social Media post announcing each event sponsor
- Logo inclusion on event webpage w/ hyperlink to company website
- Mentions and tagging in prep-hike and event posts on social media leading up to the event (through May)
- Event advertising on digital screens inside the Museum & on outdoor digital display including sponsor logos (through May)
- Inclusion in E-news about the event, includes prominent sponsor recognition placement (6,600 recipients)
- Inclusion in May/June Program Brochure w/ prominent sponsor recognition placement (distributed to 2,200 households and visitors to the Museum)
- Press Release – Sent to 25+ local and state print & digital publications, includes sponsor recognition
- WATR Radio (1320 AM)
 - Museum Director interviewed about event (includes sponsor recognition)
 - PSAs for event including premier sponsor recognition
 - On air check-ins (May 9) during hike w/ sponsor recognition
- Republican American – Event advertisement including sponsor recognition
- Acknowledgement during kick-off ceremony w/ sponsor signage at event check-in
- Event t-shirt – Premium logo placement on sleeve
 - 15 Event T-Shirts
- Post event Thank You e-blast to participants w/ sponsor recognition

\$1,500 Gold Sponsor

- Individual Social Media post announcing each event sponsor
- Logo inclusion on event webpage w/ hyperlink to company website
- Mentions in event posts on social media leading up to the event (through May)
- Event advertising on outdoor digital display including sponsor logos (through May)
- Inclusion in E-news about the event, includes prominent sponsor recognition placement (6,600 recipients)
- Inclusion in May/June Program Brochure w/ sponsor recognition placement (distributed to 2,200 households and visitors to the Museum)
- Press Release – Sent to 25+ local and state print & digital publications, includes sponsor recognition
- WATR Radio (1320 AM)
 - PSAs for event including sponsor recognition
 - On air check-ins (May 9) during hike w/ sponsor recognition
- Republican American – Event advertisement including sponsor recognition
- Acknowledgement during kick-off ceremony w/ sponsor signage at event check-in
- Event t-shirt – Premier company name/logo placement on shirt back
 - 10 Event T-Shirts
- Post event Thank You e-blast to participants w/ sponsor recognition

\$1,000 Silver Sponsor

- Individual Social Media post announcing each event sponsor
- Logo inclusion on event webpage w/ hyperlink to company website
- Event advertising on outdoor digital display including sponsor logos (through May)
- Inclusion in E-news about the event, includes sponsor recognition placement (6,600 recipients)
- Inclusion in May/June Program Brochure w/ sponsor recognition placement (distributed to 2,200 households and visitors to the Museum)
- Press Release – Sent to 25+ local and state print & digital publications, includes sponsor recognition
- WATR Radio (1320 AM)
 - On air check-ins (May 9) during hike w/ sponsor recognition
- Acknowledgement during kick-off ceremony w/ sponsor signage at event check-in
- Event t-shirt – Company name/logo on shirt back
 - 5 Event T-Shirts
- Post event Thank You e-blast to participants w/ sponsor recognition

\$500 Bronze Sponsor

- Individual Social Media post announcing each event sponsor
- Logo inclusion on event webpage w/ hyperlink to company website
- Event advertising on outdoor digital display including sponsor logos (through May)
- Inclusion in E-news about the event, includes sponsor recognition placement (6,600 recipients)
- Inclusion in May/June Program Brochure w/ sponsor recognition placement (distributed to 2,200 households and visitors to the Museum)
- Press Release – Sent to 25+ local and state print & digital publications, includes sponsor recognition
- Inclusion on sponsor signage at event check-in
- Event t-shirt – Company name listed on shirt back
 - 2 Event T-Shirts
- Post event Thank You e-blast to participants w/ sponsor recognition

2024

by the numbers

255

Youth & family programs held

12,592

Kids attended youth & family programs

4,528

Students led on tours in the museum

3,457

People served in our adult programs

MATTATrek 2025

EXPLORE
LITCHFIELD HILLS

