



ANNMARIE SCULPTURE GARDEN & ARTS CENTER

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October 6, 2011

Greetings from Annmarie!

We are proud to announce that our spectacular holiday light show, *Garden In Lights*, has won the 2011 Finest Holiday Tradition award from *Maryland Life Magazine*! What a lovely honor for the dedicated volunteers and staff who work so hard to produce this beautiful event. Our greatest motivation is the delight we see in the faces of our guests!



In order to continue to present this event, as well as the nightly entertainment, exhibits, and activities that complement the show, we need the support of the regional business community. We invite you to review the attached materials and consider sponsoring the "Finest Holiday Tradition" in the state! With the support of businesses such as yours, we can continue to produce this high-quality and affordable event for our Southern Maryland residents and guests.

For the 2011 holiday season, we are pleased to present some great new sponsor benefits. **This year, sponsors can choose a vignette or a special night to sponsor.** For example, if you are a Navy-related company, perhaps you would like to sponsor the **Aviation Celebration** vignette? A veterinary office, might consider sponsoring **Pet Night**. There are many options to consider, so please take a moment to review the materials and make the choice that is best for you.

If you decide to sponsor the event, please complete and return the **Sponsorship Reservation Form** as soon as possible. The sooner we know you are on board, the sooner we can begin creating your "light sculpture" and add your logo/name to our marketing materials.

Your sponsorship check should be made out to **Ann's Circle, Inc.**, the 501 (c) 3, non-profit organization that supports Annmarie Sculpture Garden & Arts Center (tax ID # 20-5109378). Again, thank you for your consideration and we look forward to including you in this year's event. The staff, Board, and volunteers of Annmarie will work hard to make this a high quality event you can be proud to support!

Sincerely,

Evelyn S. Hungerford
President
Ann's Circle, Inc.

Stacey Hann-Ruff
Director
director@annmariegarden.org



Ann's Circle, Inc. Board
Evelyn S. Hungerford, *President*, Diane Haderly, *Vice President*, Laurie Uherek, *Treasurer*, Stacey Hann-Ruff, *Secretary*, Laura Bayless, Richard B. Fleming, Pat Furey, Michelle Goodwin, Glen Ives, Commissioners Pat Nutter, Katie Watts



Sponsorship Reservation Form - Garden In Lights & Holiday Programs 2011

Please send in your Sponsorship Reservation Form by November 1st to enjoy all your benefits!

Please make your sponsorship choice: (please circle your choice)

Dazzling Sponsor	\$3,000
Holiday Entertainment Sponsor	\$2,500
Vignette Sponsor	\$2,000
<i>Vignette choice:</i> _____	
Glittering Sponsor	\$1,500
<i>Special night choice:</i> _____	
Brilliant Sponsor	\$1,000
Twinkling Sponsor	\$750
Shining Star Sponsor	\$500
Glowing Sponsor	\$250



Payment Type: Check (made payable to Ann's Circle, Inc.)
 Credit Card (circle one) – Visa or MasterCard

Credit Card Number: _____ Exp date: _____

Name on Credit Card: _____ Security Code _____

Credit Card Signature _____

Contact Name (for general sponsorship and logo questions) _____

Business Name: _____

Mailing Address (must match address on credit card bill) _____

Email: _____ Website: _____

Phone: _____ FAX: _____

Special Requests/Questions: _____

- Please make your check payable to: *Ann's Circle, Inc.*, the 501 (c) 3, non-profit, organization that supports Annmarie (tax ID # 20-5109378).
- Send your payment to: Ann's Circle, c/o Annmarie Sculpture Garden & Arts Center, P.O. Box 99, Dowell, MD 20629.
- Email a digital copy of your logo to director@annmariegarden.org



Thank you for your support of this festive event. What a bright way to celebrate the season and help provide holiday programming in southern Maryland!



Sponsorship Opportunities for our award-winning* holiday light show...



Garden In Lights & Holiday Programs

December 2, 2011 - January 1, 2012

ANMARIE Sculpture Garden & Arts Center

Anmarie Sculpture Garden & Arts Center is pleased to announce an exciting schedule of holiday entertainment, exhibits, and special events for the upcoming holiday season. At the heart of the festivities is our award-winning light show, *Garden In Lights*, a magical experience

featuring hand-made "light sculptures" arranged in entertaining and creative vignettes. Guests will also enjoy nightly entertainment, spectacular exhibits, the Ornament Show & Sale, and the *Holiday I Spy* game! With such a wonderful line-up of activities, Anmarie is **the** holiday destination for Southern Maryland residents and guests. Join us as a sponsor and you will enjoy excellent on-site visibility - and be associated with this award-winning event!



Garden In Lights sponsors will enjoy:

- Excellent exposure at Southern Maryland's best-loved holiday destination.
- Reach a highly desirable mature and family audience of more than 10,000 people during the holidays.
- Recognition as community benefactor.
- Guaranteed advertising for event (including Southern Maryland, Dc, Annapolis , and Baltimore areas).
- Unique on-site visibility.
- Excellent internet exposure and logo recognition on our website www.anmariegarden.org, facebook and Twitter.
- Complimentary holiday passes.



* *Garden In Lights* is the proud recipient of the **2011 Best Holiday Tradition award** from *Maryland Life Magazine*!

Why support arts and culture events at Annapolis?

Why support *Garden In Lights & Holiday Programs*

Annapolis Sculpture Garden & Arts Center works hard to improve the **quality of life for Southern Maryland residents** by offering a wide and creative variety of exhibits, special events, programs, classes, and activities. Annapolis is an **economic driver** in this community – we support jobs and promote tourism, both directly and indirectly. We **attract tourists to the area** who eat in restaurants, stay in hotels and B&Bs, use marinas, visit other attractions, and spend money in local shops.



Two sisters enjoy an activity during *Garden In Lights*

Did you know?

- The arts provide families with meaningful and affordable experiences to share
- The arts teach kids to be more tolerant and open, and express themselves creatively
- The arts promote individuality and bolster self-confidence
- Art activities for the elderly provide an opportunity for therapeutic self-expression and improve self-esteem
- The arts allow **all ages** to embrace their imaginations and to socialize and communicate with others – the arts help build a sense of community!

We all benefit from the Arts!

People care about the arts! Participation in the arts opens up people's worlds and minds, allows for creative expression, provides meaningful experiences, and encourages people to connect with each other. The arts enrich the lives of everyone and help contribute to a rich community.

Your support of *Garden In Lights* will help provide memorable holiday experiences for residents and guests to Southern Maryland!

A family enjoys a holiday walk



Sponsorship Opportunities - Garden In Lights & Holiday Programs @ Annmarie

Beautiful lights...



Excellent visibility for sponsors...



Entertainment...



Exhibits...

TOYS: re-invent, re-imagine, re-discover

Imagine a world

Ornament Show & Sale



www.annmariegarden.org

Sponsorship Opportunities - *Garden In Lights & Holiday Programs*

Please send in your Sponsorship Reservation Form by November 1st to enjoy all your benefits!



Magical vignettes!

Dazzling Sponsor \$3,000

- **Top billing of your logo** on more than **14,000 school flyers** distributed to school children in Calvert & St. Mary's counties.
- **Your company name on more than 6,000 full color event postcards & bookmarks**
- **Custom-made "light sculpture" featuring your company name/logo** displayed along the entrance drive
- **Thirty (30) tickets** to *Garden In Lights*
- **Dominant logo position** on the cover of the "Holiday I Spy" program
- **Four (4) tickets** to the *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **10% discount** on a *Garden In Lights* private holiday party
- **Inclusion of company name** in press kits and general news releases
- **Prominent listing** on our website for one year (w/link to your website)



Holiday Entertainment Sponsor \$2,500

- **Company banner displayed at the Holiday Stage during the month-long event!** (no need to buy a banner, our Annmarie exhibit staff will create a beautiful vinyl banner for your logo)
- **Custom-made "light sculpture" featuring your company name/logo** displayed along the entrance drive
- **Your logo** on more than **14,000 school flyers** distributed to school children in Calvert & St. Mary's counties.
- **Twenty (20) tickets** to *Garden In Lights*
- **Your logo** on the cover of the "Holiday I Spy" program
- **Two (2) tickets** to the *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **10% discount** on a *Garden In Lights* private holiday party
- **Inclusion of company name** in press kits and general news releases
- **Listing on our website** for one year (w/ link to your website)



Nightly entertainment – more than 20 different performers will take the stage over the course of the month-long event!

Vignette Sponsor \$2,000
(only 6 available!)

- A beautiful “light sculpture” featuring **your logo/name** will be included in the *Garden In Lights* vignette of your choice – **guests will never forget your logo!**
- **Your logo** on the cover of the “Holiday I Spy” program
- **Your logo** on more than **14,000 school flyers** distributed to school children in Calvert & St. Mary’s counties.
- **Eighteen (18) tickets** to *Garden In Lights*
- **Two (2) tickets** to the *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **10% discount** on a *Garden In Lights* private holiday party
- **Inclusion of company name** in press kits and general news releases
- **Listing on our website** for one year (with link to your website)



Vignette Choices:

- ❖ **Aviation Celebration** – in honor of the **100th anniversary of Naval Aviation**, Anmarie is creating something special!
- ❖ **Big Top Bonanza** – a circus extravaganza full of acrobats and wild animals!
- ❖ **Happily Ever After** - a sparkling world of magical creatures and princesses!
- ❖ **Prehistoric Plant** – watch out for dinosaurs and volcanoes!
- ❖ **Ocean Odyssey** – enjoy a day at the beach with an underwater odyssey!
- ❖ **It’s Showtime** – dancers glide through the trees and under the lights!



Glittering Sponsor \$1,500
(only 14 available!)

- **Pick from one of our special nights** (listed below) and your company will be acknowledged as the sponsor of that night!
- **Custom-made “light sculpture” featuring your company name/logo** displayed along the entrance drive
- **Your logo** on more than **14,000 school flyers** distributed to school children in Calvert & St. Mary’s counties.
- **Fifteen (15) tickets** to *Garden In Lights*
- **Your logo** on the cover of the “Holiday I Spy” program
- **Inclusion of company name** in press kits and general news releases
- **Two (2) tickets** to the *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **Listing on our website** for one year (with link to your website)

Choose your night! Pick which special night you would like to sponsor:

- ❖ **Opening weekend - Toy Drive** – kick-off the holiday season by donating a toy for charity; each family that donates a toy will enjoy a special gift
- ❖ **Youth Night with a cuddly friend**– calling all little ones! Wear your pajamas, bring your favorite stuffed animal, and enjoy the lights!
- ❖ **Santa Night** – share your wish list with the big guy!
- ❖ **Military Discount Night** (2 nights) – discount admission for military families
- ❖ **Teen Photography Night** – Hey teens! Take your best shot of the light show and submit your photos to be posted on our text/message teen facebook page!
- ❖ **Public Safety Night** – discount admission for police, fire, and EMS
- ❖ **Holiday Sweater Night** – dig out that holiday sweater and wear it to enjoy a discount on your admission
- ❖ **Scouting & ROTC Night** – discount admission for scouts and ROTC
- ❖ **Candy Cane Night** – each guest will receive a sweet treat!
- ❖ **Golf Cart/Senior Night** (2 nights) – golf cart tours for handicapped guests
- ❖ **New Year’s Eve with a Festive Hat** – wear your favorite holiday hat and enjoy family programs to bring in the New Year!
- ❖ **Pet Night** – bring your pet for a walk amongst the lights!



Brilliant Sponsor \$1,000

- **Custom-made “light sculpture”** featuring your company name/logo displayed along the entrance drive
- **Your logo** on more than **14,000 school flyers** distributed to school children in Calvert & St. Mary’s counties.
- **Ten (10) tickets** to *Garden In Lights*
- **Your logo** on the cover of the “Holiday I Spy” program
- **Two (2) tickets** to the exclusive *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **Inclusion of company name** in press kits and general news releases
- **Listing on our website** for one year (with link to your website)



Twinkling Sponsor \$750

- **Custom-made “light sculpture”** featuring your company name/logo displayed along the entrance drive
- **Your company name** on more than **14,000 school flyers** distributed to school children in Calvert & St. Mary’s counties.
- **Eight (8) tickets** to *Garden In Lights*
- **Your company name** on the cover of the “Holiday I Spy” program
- **Two (2) tickets** to the exclusive *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **Inclusion of company name** in press releases and general news releases
- **Listing on website** for one year (with link to your website)





Shining Star Sponsor \$500

- **Your company name** listed on more than **14,000 school flyers** distributed to school children in Calvert & St. Mary's counties.
- **Six (6) tickets** to *Garden In Lights*
- **Your company name** on cover of the "Holiday I Spy" program
- **Two (2) tickets** to the *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **Listing on our website** for one year (with link to your website)
- **Inclusion of company name** in press kits and general news releases



Glowing Sponsor \$250

- **Your company name** on cover of the "Holiday I Spy" program
- **Four (4) tickets** to *Garden In Lights* Listing in our e-newsletter (twice) and listing on website for one year (with link to your website)
- **Two (2) tickets** to the *Friends Holiday Party* on Tuesday, Dec. 13, 5-8pm
- **Listing on our website** for one year (with link to your website)
- **Inclusion of company name** in press kits and general news releases

