



# SPONSORSHIP KIT

ANNMARIE SCULPTURE GARDEN & ARTS CENTER

## Garden in Lights

*Enchanting Holiday Light Show!*

ATTENDANCE  
**18,000+**  
GUESTS

November 29, 2019 - January 1, 2020

5:00-9:00 p.m. (closed Dec. 2, 3, 9, 10, 24, 25)

Annmarie Sculpture Garden & Arts Center is the perfect holiday destination, with more than 18,000 visitors expected during the holiday season. Garden In Lights is a magical experience featuring light installations and hand-made "light sculptures" arranged in entertaining and creative vignettes. Guests will enjoy nightly entertainment, an ornament show & sale, spectacular exhibits, and refreshments sold in the Hardesty Haven Holiday Cafe.

### ***Sponsors enjoy a variety of special benefits, including:***

- Your name/logo in colorful LIGHTS – custom made!
- Complimentary "Express Entry" event passes
- Association with a magical, joyous, and celebratory event!
- Guaranteed advertising for event (including Southern Maryland, DC, Annapolis, and Baltimore areas)
- Excellent exposure to a desirable audience of more than 18,000 people during the holidays at Southern Maryland's best-loved holiday destination
- Special recognition in press releases, advertising, the event program, the Holiday I-Spy guide, Facebook, the Annmarie Garden website and eNewsletter



Please review the attached information and contact us with any questions. Thank you!

[donor@annmariegarden.org](mailto:donor@annmariegarden.org) • 410-326-4640 • [www.annmariegarden.org](http://www.annmariegarden.org)

# SPONSORSHIP OPPORTUNITIES

As a sponsor of an Annmarie Sculpture Garden and Arts Center event, your name and brand will reach several thousand people, including those who attend and those we reach as we promote the event through marketing avenues and social media. Sponsorships provides a unique advertising and promotional opportunity and are an important way to show your support for the community.

## Shining Star Presenting Sponsor 1@5,000

- Your name/logo included on event webpage header, online program, facebook event page header, and e-newsletters, etc as Presenting Sponsor
- Custom-made "light sculpture" featuring your name/logo; sign will be highlighted with "Presenting Sponsor" and appear in prime event location
- Logo/name on 15,000+ admission stickers – worn by all guests to event
- Option to have a staffed (or unstaffed) display booth in the Murray Arts Building during entire run of event (28 nights).
- Your logo PROMINENT on "thank you" poster displayed in Murray Arts Building during event (28 nights)
- Your logo PROMINENT on the printed Garden in Lights program - distributed to guests at event
- Your logo PROMINENT on school flyers – distributed to more than 18,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- Your logo PROMINENT on the Holiday I-Spy program – distributed to young guests at event
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- NEW! Four (4) tickets to our popular Wine & Lights Night (must be 21)
- 4x8 billboard sign on the event exit drive (you provide the sign)
- Your PROMINENT logo (with link) on event webpage for one year
- Your name included in event press release as Presenting Sponsor
- 60 express VIP admission tickets to Garden in Lights
- Invitation to Friends Holiday Party

## Holiday Stage ENTERTAINMENT Sponsor \$3,000

- Your name/logo listed on event webpage, facebook event page, and e-newsletter as Entertainment Sponsor
- Sign displayed with your name/logo at Holiday Stage during event – your support provides the nightly entertainment for the entire run of the event (28 nights) with more than 30 different performing acts drawn from the Southern Maryland community - including school groups, and amateur and professional musicians
- Option to provide coupons or other promotional materials to be distributed to guests during event
- Custom-made "light sculpture" featuring your name/logo
- Your logo on "thank you" poster displayed in Murray Arts Building during event (28 nights)
- Your logo on the printed Garden in Lights program - distributed to guests at event
- Your logo on school flyers in Calvert & St. Mary's Counties– distributed to more than 18,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- Your logo on the Holiday I-Spy program – distributed to

- young guests at event
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- NEW! Two (2) tickets to our popular Wine & Lights Night (must be 21)
- 4x8 billboard sign on the event exit drive (sponsor provides sign)
- Website listing on event webpage (w/ link) for one year
- Your name included in event press release as Entertainment Sponsor
- 50 express VIP admission tickets to Garden in Lights
- Invitation to Friends Holiday Party

## Military Appreciation Night Sponsor \$1,500

- Your company listed as sponsor of Military Appreciation Night on associated marketing materials, including facebook, website, press releases, e-newsletter, on-site signage, etc.
- Satisfaction of knowing your support allows an active duty service member or veteran to enjoy the event, along with a guest
- Option to have a staffed or unstaffed booth on Military Appreciation Night
- Custom-made "light sculpture" featuring your name/logo
- Your logo on "thank you" poster displayed in Murray Arts Building during event (28 nights)
- Your logo on the printed Garden in Lights program - distributed to guests at event
- Your logo on school flyers – distributed to more than 18,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- Your logo on the Holiday I-Spy program – distributed to young guests at event
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- NEW! Two (2) tickets to our popular Wine & Lights Night (must be 21)
- 4 x 8 Billboard sign on the exit drive during event (sponsor provides sign)
- Website listing on event webpage (w/ link) for one year
- Your name included in event press release as sponsor of Military Appreciation Night
- 40 express VIP admission tickets to Garden in Lights
- Invitation to Friends Holiday Party

## First Responder Appreciation Night Sponsor \$1,500

- Your company listed as sponsor of First Responder Appreciation Night on associated marketing materials, including facebook, website, press releases, on-site signage
- Satisfaction of knowing your support allowed a First Responder – Police, Fire, EMS, and hospital staff - to enjoy the event, along with a guest
- Option to have a staffed or unstaffed booth on First Responder Appreciation Night

- Custom-made "light sculpture" featuring your name/logo
- Your logo on "thank you" poster displayed in Murray Arts Building during event (28 nights)
- Your logo on the printed Garden in Lights program - distributed to guests at event
- Your logo on school flyers – distributed to more than 18,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- Your logo on the Holiday I-Spy program – distributed to young guests at event
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- NEW! Two (2) tickets to our popular Wine & Lights Night (must be 21)
- 4 x 8 Billboard sign on the exit drive during event (sponsor provides sign)
- Website listing on event webpage (w/ link) for one year
- Your name included in event press release as sponsor of First Responder Appreciation Night
- 40 express VIP admission tickets to Garden in Lights
- Invitation to Friends Holiday Party

## Educator Appreciation Night Sponsor \$1,500

- Your company listed as sponsor of Educator Appreciation Night on associated marketing materials, including facebook, website, press releases, on-site signage
- Satisfaction of knowing your support allowed a public or private school employee to enjoy the event, along with a guest
- Option to have a staffed or unstaffed booth on Educator Appreciation Night
- Custom-made "light sculpture" featuring your name/logo
- Your logo on "thank you" poster displayed in Murray Arts Building during event (28 nights)
- Your logo on the printed Garden in Lights program - distributed to guests at event
- Your logo on school flyers – distributed to more than 15,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- Your logo on the Holiday I-Spy program – distributed to young guests at event
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- NEW! Two (2) tickets to our popular Wine & Lights Night (must be 21)
- 4 x 8 Billboard sign on the exit drive during event!
- Website listing on event webpage (w/ link) for one year
- Your name included in event press release as sponsor of Educator Appreciation Night
- 40 express VIP admission tickets to Garden in Lights
- Invitation to Friends Holiday Party

# SPONSORSHIP OPPORTUNITIES (CONT.)

## Special Needs Night Sponsor \$1,250

- Your company listed as sponsor of Special Needs Night on associated marketing materials, including facebook, website, press releases, on-site signage
- Your support allows Annmarie Garden to present a special night just for our Special Needs guests and their families – thank you!
- Satisfaction of knowing your support allowed a special needs guest to enjoy the event, along with a guest
- Option to have a staffed or unstaffed booth on Special Needs Night
- Custom-made “light sculpture” featuring your name/logo
- Your logo on “thank you” poster displayed in Murray Arts Building during event (28 nights)
- Your logo on the printed Garden in Lights program - distributed to guests at event
- Your logo on school flyers – distributed to more than 15,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- Website listing on event webpage (w/ link) for one year
- Your name included in event press release as sponsor of Special Needs Night
- 30 express VIP admission tickets to Garden In Lights
- Invitation to Friends Holiday Party

## Pet Night Sponsor \$1,250

- Your company listed as sponsor of Pet Night on associated marketing materials, including facebook, website, e-newsletter, press releases, on-site signage, etc.
- Satisfaction of knowing your support allowed our four-legged friends and their families to enjoy Garden In Lights!
- Option to have a staffed or unstaffed booth on Pet Night
- Custom-made “light sculpture” featuring your name/logo
- Your logo on “thank you” poster displayed in Murray Arts

- Building during event (28 nights)
- Your logo on the printed Garden in Lights program - distributed to guests at event
- Your logo on school flyers – distributed to more than 15,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- Website listing on event webpage (w/ link) for one year
- Your name included in event press release as sponsor of Pet Night
- 30 express VIP admission tickets to Garden In Lights
- Invitation to Friends Holiday Party

## Sparkling Sponsorships \$1,000

- Custom-made “light sculpture” featuring your name/logo
- Your logo on “thank you” poster displayed in Murray Arts Building during event (28 nights)
- Your logo on the printed Garden in Lights program - distributed to guests at event
- Your name on school flyers – distributed to more than 15,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- Website listing on event webpage (w/ link) for one year
- Your name included in event press release
- 25 express VIP admission tickets to Garden In Lights
- Invitation to Friends Holiday Party

## Glittering Sponsorship \$750

- Your name on “thank you” poster displayed in Murray Arts Building during event (28 nights)
- Your name on the printed Garden in Lights program - distributed to guests at event
- Your name on school flyers – distributed to more than 15,000 households in Southern Maryland (must confirm sponsorship by Nov. 11)

- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- Website listing on event webpage (w/ link) for one year
- 20 express VIP admission tickets to Garden In Lights
- Invitation to Friends Holiday Party

## Twinkling Sponsorships \$500

- Your name on the Garden In Lights program
- NEW! Option to attend and participate in our new Sponsor Appreciation Night
- Website listing on event webpage (w/ link) for one year
- 12 express VIP admission tickets to Garden In Lights
- Invitation to Friends Holiday Party

## Glowing Sponsorships \$250

- Your name on the Garden In Lights program
- 8 express VIP admission tickets to Garden In Lights
- Invitation to Friends Holiday Party

## Friend of Annmarie Garden in Lights \$100

- Your name on the Garden In Lights program
- 4 express VIP admission tickets to Garden In Lights





# SPONSORSHIP FORM

## SPONSORSHIP RESERVATION FORM

*Please complete and return this form.*

### Sponsor Levels

- ☐ Shining Star Presenting Sponsor .....\$5,000
- ☐ Holiday Stage ENTERTAINMENT Sponsor ...\$3,000
- ☐ Military Appreciation Night Sponsor .....\$1,500
- ☐ First Responder Appreciation Night Sponsor...\$1,500
- ☐ Educator Appreciation Night Sponsor .....\$1,500
- ☐ Special Needs Night Sponsor .....\$1,250
- ☐ Pet Night Sponsor .....\$1,250
- ☐ Sparkling Sponsorship .....\$1,000
- ☐ Glittering Sponsorship.....\$750
- ☐ Twinkling Sponsorship .....\$500
- ☐ Glowing Sponsorship .....\$250
- ☐ Friend of Annmarie Garden In Lights .....\$100

- ☐ **SPECIAL ADD-ON OPTION!** ..... \$200

Increase visibility, with a 4'x8' OUTDOOR advertising space You provide the banner/sign, and we will display it along parking field entrance at Annmarie Garden for 3 weeks beginning 1 week before the event.



# Garden in Lights

November 29, 2019 - January 1, 2020

5-9 p.m. (closed Dec. 2, 3, 9, 10, 24, 25)

**Total  
Amount: \$**\_\_\_\_\_

**Please help us maximize your sponsorship dollars by paying with a check.**

**For other payment arrangements, call the Business Office at 410-326-4640**

- Please make check payable to: Ann's Circle, Inc., a 501 (c) 3, non-profit, organization that supports Annmarie (tax ID # 20-5109378).
- Send payment to: Ann's Circle Inc., c/o Annmarie Sculpture Garden & Arts Center, 13470 Dowell Rd., Solomons, MD 20688.
- Email a digital copy of your logo to: [marketing@annmariegarden.org](mailto:marketing@annmariegarden.org)

\_\_\_\_\_  
Contact Name (for general sponsorship and logo questions)

\_\_\_\_\_  
Company/Sponsor Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
FAX

Completed forms with payment can be sent by mail to address above.

**[donor@annmariegarden.org](mailto:donor@annmariegarden.org) • fax: 410-326-4887 • phone: 410-326-4640 • [www.annmariegarden.org](http://www.annmariegarden.org)**