



Sponsorship Overview - 2021

HALLOWEEN IN THE GARDEN

Annmarie Sculpture Garden & Arts Center

Where local businesses & families share fun!

"Halloween in the Garden" is a fun and festive annual event which mixes our local businesses with our local families! A normal year sees 100 local companies, non-profits and organizations set-up themed booths to share company info and candy to more than 4,000 visitors.

In addition to excellent logo placement, **sponsors can choose from the most prime locations for their booths in the highest traffic areas** (*hosting a booth is optional*).

These benefits, **plus tickets to share with your clients or employees**, make "Halloween in the Garden" one of our most popular sponsorship events for local businesses!

If your goal is to have an opportunity to get in front of local customers, this is an ideal event for you.



Event Info

Date

October 23, 2021

Time

10:00AM - 4:00PM

Location

Annmarie Sculpture Garden
& Arts Center
13470 Dowell Rd
Solomons, MD 20688

Attendance:

2019: 5,000 2020: 4,000

Vendors & Businesses

2019: 100 2020: 50

Demographics

Families,
Calvert & St. Mary's Counties

Social Media Engagement

Very Active

Sponsorship Exposure

Online & Print: 3 weeks prior
At Event: 1 day

Top image - Families share costume fun with local business in 2019.

Far Left: Guests enter via the Welcome Walk which features sponsor banners.

Left Top: One of our favorite themed family costumes from 2019.

Left Bottom: Local company participates for the first time. Now is one of the garden's most active partners.

HALLOWEEN IN THE GARDEN



Sponsor Levels

Haunted Sponsor: \$250

- Basic Benefits plus name on print/digital program
- 4 event passes

Ghoulish Supporter: \$500

- Above plus option to have a booth (some location selection)
- Company banner displayed along Welcome Walk (sponsor provided)
- 6 event passes

Friendly Ghost Sponsor: \$750

- Above plus company name on flyer sent to local schools
- 4th choice of booth location (optional)
- 8 event passes

Spooktacular Sponsor: \$1000

- Above plus 3rd choice booth location (optional)
- Logo on all web, signage, promos
- 10 event passes

Welcome Sponsors: \$1250

- Previous plus 2nd choice booth location (optional)
- Special "Welcome" Signage
- 12 event passes

Presenting Sponsor: \$1500

Sponsorship claimed.

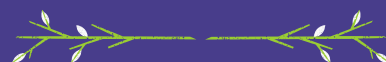
Thank You *CalvertHealth!*

- All benefits plus banner in primary location at entrance
- Largest logo on all promos
- 1st choice booth location
- 16 event passes

All Sponsors Receive:

Basic benefit package includes:

- Inclusion in social media sponsor acknowledgement posts (Facebook & Instagram)
- Logo and/or name included on Annmarie Garden Sponsor Page
- Acknowledgment on "Sponsor Thank You" signs at highest foot traffic location for event
- Tickets to share (quantities vary)



To become a sponsor of Halloween in the Garden 2021:



Contact:
Pam Shilling
Development Director
donor@annmariegarden.org
410-326-4640

For information on this and other events, visit www.AnnmarieGarden.org.

*At Annmarie Garden, we believe Art & Nature are the keys that unlock peace and inspiration and bring the world closer together.
Thanks for being a part of the community.*



HALLOWEEN IN THE GARDEN

Annmarie Garden 2021 - Sponsorship Form

Supporting each other and the community

Thank you for becoming a sponsor. Complete this form and email to *Pam Shilling at donor@annmariegarden.org*. Payment plans are available. Please include the original form when submitting payment to the address below. We look forward to working with you!



ANNMARIE
SCULPTURE
GARDEN &
ARTS CENTER

EVENTS

Fairy & Gnome Home Festival <input type="checkbox"/> Presenting Sponsor: \$1500 <input type="checkbox"/> Petting Zone Sponsor: \$1000 <input type="checkbox"/> Magical Advocate: \$500 <input checked="" type="checkbox"/> Gnome Supporting: \$250 <input type="checkbox"/> Fairy Friend: \$100	Green Living Festival <input type="checkbox"/> Brilliant Green: \$1000 <input type="checkbox"/> Ocean Green: \$500 <input type="checkbox"/> Emerald Green: \$250 <input checked="" type="checkbox"/> Forest Green: \$250 <input type="checkbox"/> Going Green: \$100	Insectival <input type="checkbox"/> Presenting Sponsor: \$1500 <input type="checkbox"/> Monarch Benefactor: \$1000 <input type="checkbox"/> Dragonfly Advocate: \$500 <input checked="" type="checkbox"/> Mantis Supporting: \$250 <input type="checkbox"/> Firefly Friend: \$100
---	--	---

Artsfest <input type="checkbox"/> Presenting Sponsor (1): \$3000 <i>Claimed</i> <input type="checkbox"/> Entertainment Sponsor: \$2000 <input type="checkbox"/> Zany Zone Sponsor: \$1500 <input type="checkbox"/> Painterly Patron: \$1000 <input type="checkbox"/> Bejeweled Benefactor: \$500 <input type="checkbox"/> Artsy Advocate: \$250	Halloween in the Garden <input type="checkbox"/> Presenting Sponsor: \$1500 <i>Claimed</i> <input type="checkbox"/> Welcome Sponsor: \$1250 <input type="checkbox"/> Spooktacular Sponsor: \$1000 <input type="checkbox"/> Friendly Ghost Sponsor: \$750 <input type="checkbox"/> Ghoulis Supporter: \$500 <input type="checkbox"/> Haunted Sponsor: \$250
--	---

Garden in Lights <input type="checkbox"/> Shining Star Presenting Sponsor (1): \$5000 <input type="checkbox"/> Honoring Local Heroes: \$2000 <input type="checkbox"/> Special Needs Night: \$1500	<input type="checkbox"/> Holiday Stage Entertainment: \$3000 <input type="checkbox"/> Featured Night: \$1750 <input type="checkbox"/> Sparkling Sponsor: \$1500
---	---

Exhibit Sponsorship <i>Contact us to specify</i> <input type="checkbox"/> Presenting Sponsor \$3000 <input type="checkbox"/> Supporting Sponsor \$1000	Series Sponsorship <i>Contact us to specify</i> <input type="checkbox"/> Presenting Sponsor \$3000 <input type="checkbox"/> Supporting Sponsor \$1000
--	---

In support of Annmarie Garden's mission to connect people to art and nature,
our company will make a general donation of \$_____
 Businesses that make a gift of \$250 or greater are acknowledged year round at the Garden as **Community Partners**.

Thank you for your support!

Help us maximize your support by paying by check if possible.

Payment plans are available (full amount required prior to event). Please call our office to discuss.

- Please make checks payable to: Ann's Circle, Inc. the 501(c)3 non-profit which supports Annmarie Garden (tax ID# 20-5109378)
- Send payment & form to: Ann's Circle, c/o Annmarie Sculpture Garden & Arts Center, 13470 Dowell Rd., Solomons, MD 20688 or call us at 410-326-4640 to make arrangements for pick up.

Company Name: _____

Contact Person: _____

(for general sponsorship and benefits questions)

Mailing Address: _____

Email: _____ **Phone:** _____

Company Executive Representative: _____

(Who should be invited to VIP and special events - optional) Their email address _____

Total Amount: _____

Contact Pam Shilling, Development Director, with questions at donor@annmariegarden.org or 410-326-4640.

Update: 7/21/21

Sponsorship Form

13470 Dowell Road,
Solomons, MD 20688
410-326-4640
donor@annmariegarden.org
AnnmarieGarden.org