

# Annmarie Garden - Sponsorship & Support 2020

*Supporting each other and the community*

At Annmarie Garden, we believe that our members, donors, visitors, local businesses and community leaders are a team, improving the quality of life in Southern Maryland.

Now more than ever, we're committed to supporting you, our business partners. In our Sponsorship Program, you will find an opportunity for every budget. In exchange, your support will revive and strengthen us to continue supporting the well-being of our treasured region.

Annmarie Garden is currently offering opportunities to sponsor garden experiences and themed areas as well as our regionally recognized events. What are your marketing and community presence goals? **We're happy to work with you to reach them!**

Contact Pam Shilling, Development Director, with any questions at [donor@annmariegarden.org](mailto:donor@annmariegarden.org) or at 410-326-4640.

## FALL GARDEN SPONSORSHIP OPPORTUNITIES



### AUTUMN AT THE GARDEN:

Outdoor, easily social distanced experiences are important in 2020. Annmarie Garden is currently creating its Fall immersive experience. Temporarily titled "Poetry of the Forest", this themed enhancement of the garden and sculpture path offering low-touch/no-touch activities, qr-code accessible videos, and inspiring visuals for all ages will run from early September through November.

Exposure Length: 8 Weeks (tent. 9/12 - 11/7) | Attendance: 75-250 guests daily + events  
Social Media Engagement: very active | Audience: broad appeal, MD/DC/VA



### NATURE NOOK:

Inside the Murray Arts Building is a dedicated area which celebrates all things nature. This exhibit space is the permanent home of our native turtles, fish and snake, offers rotating themed, educational displays and is visited by nearly every family that visits Annmarie Garden.

Exposure Length: 12 months | Attendance: 50-150 guests daily,  
Social Media Engagement: active | Audience: families/grandparents, MD/DC/VA



### FAIRY LOLLY PLAY AREA:

Every day, families visit Annmarie Garden specifically to enjoy our unique children's play area! The "Fairy Lolly" offers kids the chance to run, jump and climb, but also sparks their imaginations with an open air stage, an enormous colorful tepee, creative playhouses, and now a footbridge over a play tunnel! Sponsorship is currently available and includes year round signage.

Exposure Length: 12 months | Attendance: 50-150 guests daily,  
Social Media Engagement: active | Audience: families/grandparents, MD/DC/VA



### BILLBOARDS:

We are anticipating more than 50,000 guests to come thru the garden between September '20 and July '21. More than half of those enter, exit and/or walk by our AMG Billboards. Billboards are rented monthly, quarterly or yearly. You provide the 8' x 4' sign and we'll provide the happy guests!

Exposure Length: 1, 3 or 12 months | Audience: Local; MD/DC/VA  
Visibility: 50-100 guests daily; 1000+ on event days



Daily Sponsorships 2020

13470 Dowell Road,  
Solomons, MD 20688  
410-326-4640  
[donor@annmariegarden.org](mailto:donor@annmariegarden.org)  
[AnnmarieGarden.org](http://AnnmarieGarden.org)

Contact Pam Shilling, Development Director, with questions at [donor@annmariegarden.org](mailto:donor@annmariegarden.org) or 410-326-4640.

Update: 8/21/20

# Annmarie Sponsorships 2020 - Daily Garden Experiences

## FALL GARDEN SPONSORSHIP OPPORTUNITIES

Our goal is to support the health, happiness and creative expression of our community through art and nature. Your participation, now and always, is critical to our ability to provide this service. *Thank you!* Sponsors at every level receive the following "Thank You! Benefits":

- Inclusion in sponsor social media Thank You posts (Facebook, Instagram, & Twitter)
- Logo and link on the Annmarie Garden Sponsor Page
- Acknowledgment on "Sponsor Thank You" signs at highest foot traffic location
- Entry passes to share (quantities vary)

### AUTUMN AT THE GARDEN

#### **Garden Friends: \$250**

- *Thank You! Benefits* above plus summer long exposure to appx. 7000 guests

#### **Special Spots Sponsors: \$750**

- Above plus your company featured at one of the following: Fairy House Building Craft, the Wild Rumpus Relay, and more including a 2ft x 2ft sign created by our staff.
- Logo added to video associated with the "special spot"

#### **Presenting Sponsor: \$1250**

- Above plus name and logo listed as "Presented by" on map (digital and printed), signs, and web page
- Logo added to introductory and farewell videos and prominently featured at entrance
- Solo social media acknowledgement and optional personalized social media content piece (ie: interview at the garden, blog, etc.)

### NATURE NOOK

#### **Presenting Sponsor: \$1500**

*Please contact Pam directly at 410-326-4640 to discuss specific details for this opportunity.*

- Company sign (18" x36") to be displayed for 1 year in the Nature Nook.
- Featured on Nature Nook page at AnnmarieGarden.org for one year
- Inclusion in the "Community Partner" thank you wall (outside)
- Inclusion in the Community Partner "Thank You" area in the arts building, including marketing material display
- Tickets to fall events at Annmarie Garden (number and details to be discussed)
- Inclusion in VIP activities for company leadership (2) at Annmarie events (where applicable)

### FAIRY LOLLY PLAY

#### **Presenting Sponsor: \$2500**

*Please contact Pam directly at 410-326-4640 to discuss specific details for this opportunity.*

- Company sign to be installed for 1 year in the Fairy Lolly.
- Featured on Fairy Lolly Play Area page at AnnmarieGarden.org for one year
- Inclusion in the "Community Partner" thank you wall (outside)
- Inclusion in the Community Partner "Thank You" area in the arts building, including marketing material display
- Tickets to fall events at Annmarie Garden (number and details to be discussed)
- Inclusion in VIP activities for company leadership (2) at Annmarie events (where applicable)

*Additional advertising opportunity!*

## **AMG Billboards**

Increase your visibility during our biggest events and busiest seasons! 4' x 8' outdoor advertising space available. We'll put your banner up on the first of the month for a one, three or twelve month time frame. Please contact Pam directly at 410-326-4640 to discuss scheduling. Thank you!

**Fees:**      One Month: \$250      Three Months: \$600      One Year: \$1500

*Update: 8/17/20*

*Contact Pam Shilling, Development Director, with questions at [donor@annmariegarden.org](mailto:donor@annmariegarden.org) or 410-326-4640.*

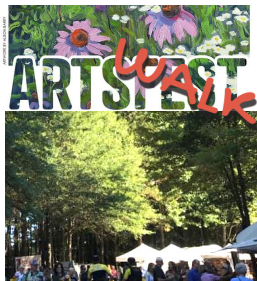
# Annmarie Garden 2020 - Event Sponsorships

## Supporting each other and the community

We are very happy that Annmarie Garden events have been confirmed for the remainder of 2020. An overview of benefits can be found on the back of this page.

Our traditional "festivals" are being creatively modified, taking advantage of our full 30 acre site. Those modifications include timed-tickets to control crowd size, considerable space between artist/vendor tables, and mask requirements for guests in accordance with CDC and national museum re-opening guidelines. We want every Annmarie event to be fun AND safe! Alternate plans are in place, including converting to drive through experiences, if necessary.

**While this is a challenging time for Annmarie Garden** and many others, we are committed to supporting the Southern Maryland economy. Please contact us to discuss how we can support your goals. If you have any questions, Development Director, Pam Shilling is available to help at 410-326-4640 or [donor@annmariegarden.org](mailto:donor@annmariegarden.org).



### ARTSWALK: SEPT 19 & 20 (USUALLY ARTSFEST)

*This re-imagined community experience will utilize timed tickets to manage crowd size. Visitors will enjoy 85 artist's booths, live music, low-touch activities for kids, great food, wine & beer, all spaced along the Sculpture Path. The largest and most well-known arts event in the region, this modified event will offer a safe and fun experience for the community.*

**Exposure Length:** 2 days + prior 3 weeks

**Attendance:** anticipated 3,500 - 5,000 | **Social Media Engagement:** Very Active

**Audience:** wide variety, families, DC/MD/VA



### HALLOWEEN IN THE GARDEN: OCT 24

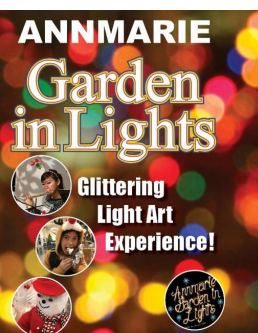
*Our "kids and costumes" celebration is a local favorite, drawing thousands of guests annually. Sponsors, vendors and community organizations host booths and go all out with themes and decorations, safely sharing treats and smiles! Be a part of this fun and festive community celebration. Admission proceeds benefit SMILE Food Pantry and the Annmarie Scholarship fund. Strict social distancing plan will be in practice.*

**Exposure Length:** 1 day + prior 2 weeks

**Attendance in 2019:** 5,000 | **Social Media Engagement:** Very Active

**Audience:** families, local

*\*Should Covid19 guidance change, this event will go on with an alternate plan*



### ANNMARIE GARDEN IN LIGHTS: NOV 20 - JAN 1

*Annmarie Garden in Lights is recognized statewide as one of the best light shows in the DMV. For nearly six weeks, the garden will be transformed into a wonderland of creative "light sculptures" and dazzling installations. This award-winning event is the biggest holiday attraction in Southern Maryland. Sponsorships begin at \$1000 and includes your "Logo in Lights" - a handcrafted light sculpture of your organization's logo.*

**Exposure Length:** 6 weeks

**Attendance in 2019:** 24,000 | **Social Media Engagement:** Very Active

**Audience:** wide variety, families, DC/MD/VA

*\*Should Covid19 guidance change, this event will go on with an alternate plan*

Simply making a donation is always welcome if you are interested in showing your support!

## DONATE TO ANNMARIE GARDEN

Businesses that make a contribution of \$250 or more are featured at the Garden as  
*Annmarie Community Partners.*

Your name and logo will be displayed in a "Thank You" space outside along the sculpture path, inside the Murray Arts Building and on the Annmarie Garden website.

**Thank you so much for your kind generosity!**

Contact Pam Shilling, Development Director, with questions at [donor@annmariegarden.org](mailto:donor@annmariegarden.org) or 410-326-4640.



ANNMARIE  
SCULPTURE  
GARDEN &  
ARTS CENTER

Event Sponsorships 2020

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Update: 8/17/20



# Annmarie Sponsorships 2020 - Events

Below is a general overview of sponsor level benefits for our fall events. Contact us to discuss in more specific details. We're very grateful for your participation and friendship! **Sponsors at every level receive the following "Thank You! Benefits":**

- Inclusion in sponsor social media acknowledgement (Facebook, Instagram, & Twitter)
- Logo and/or name listed on the Annmarie Garden Sponsor Page
- Acknowledgment on "Sponsor Thank You" signs at highest foot traffic location for event
- Quick entry passes to share (quantities vary)

## ARTSWALK

### **Artsy Advocate: \$350**

- *Thank You! Benefits* above plus name on Artswalk e-newsletter (11,000+), Artswalk program & Artswalk webpage

### **Bejeweled Benefactor: \$500**

- Above plus company banner displayed along Welcome Walk (sponsor provided)

### **Painterly Patron: \$1000**

- Above plus name on newspaper insert - reaches 25,000+ (commit by 8/10)
- Name on 5,000 bookmarks & 5,000 postcards
- Passes to the Artswalk VIP Tent (detail TBA)

### **Entertainment Sponsor: \$1500**

- Previous benefits plus logo on newspaper insert - reaches 25,000+ (commit by 8/10)
- Banner and verbal acknowledgement at the *Overlook Stage* or *Council Ring Stage*

### **Family Picnic Lawn Sponsors: \$2000**

- Above but banner and verbal acknowledgement at the *Main Stage* or *Family Picnic Lawn*

### **Welcome Gate Lead Sponsor: \$3000**

- *All benefits* plus name integrated into event webpage and facebook event header
- Primary position on all communications and ads
- Banner prominently featured at event entrance

## HALLOWEEN

### **Haunted Sponsor: \$250**

- *Thank You! Benefits* above plus company banner displayed along Welcome Walk
- Your name on program

### **Ghoulish Supporter: \$500**

- Above plus option to have a booth

### **Friendly Ghost Sponsor: \$700**

- Above plus Company name or logo on flyer distributed to elementary schools
- Fourth choice of booth location (optional)

### **Spooktacular Sponsor: \$1000**

- Previous benefits plus third choice of booth location
- Your name listed on Halloween treat bags

### **Welcome Sponsor: \$1200**

- Above plus second choice of booth location (optional)
- Your logo on Halloween treat bags

### **Trick or Treat Bag Lead Sponsor: \$1500**

- *All benefits* plus company name/logo on treat bags
- Your banner prominently displayed at entrance
- First choice of booth location (optional)

## GARDEN IN LIGHTS

### **Sparkling Sponsor: \$1000**

- *Thank You! Benefits* above plus ...
- Your logo on printed program
- **Your "Logo in Lights"** - artist made light sculpture of your logo for display at GIL
- Six weeks of regular brand exposure
- Your name on school flyers distributed to more than 15,000 SoMD households (commit by 11/1)
- Invitation to Friends Holiday Party, Wine & Lights Night and VIP activities (tba)

### **Honoring Local Heroes: \$1500**

- *Above benefits plus:* **Your sponsorship buys tickets for local heroes to attend Garden in Lights any Wednesday night.** Annmarie Garden will coordinate ticket distribution with these sponsor(s) recognized for the gift.
- Groups to be honored:
  - **U.S. Military**
  - **First Responders**
  - **Educators**
  - **Front Line Workers**

Contact us to discuss the following opportunities:

### **ON HOLD - Special Needs Night Sponsor: \$1250**

- Each year, the garden closes to host our special needs guests who may benefit from smaller more quiet crowds. Above benefits plus your company featured as generous host of this night. Available in September.

### **ON HOLD - Special Night Sponsors: \$1250**

- Special night sponsors choose to host one of the following evenings: Princess Night, Santa Night(s), Pet Night, and more. These sponsorships will be available in September.

### **ON HOLD - Holiday Stage Entertainment sponsor: \$3000**

- This prime sponsorship will be available in September.

### **Shining Star Presenting Sponsor: \$5000**

- *All benefits* plus your name/logo **prominently** included on event webpage header, program, facebook event header, and eNewsletters, etc. as *Presenting Sponsor*
- Your "Logo in Lights" highlighted as *Presenting Sponsor*
- 4x8 lit billboard sign on the event exit drive
- Acknowledgement in press release as *Presenting Sponsor*

## Make a simple donation: Community Partners

*If you are interested in simply showing your belief in our mission and impact on the region,* ask Pam about making a general donation to become a Community Partner. This program supports our work and showcases our partners year round. Partnerships begin at \$250. In kind gifts welcome as well. *Thank You!*

# Annmarie Garden 2020 - Sponsorship Form

## Supporting each other and the community

Thank you for becoming a sponsor. Don't hesitate to contact us with any questions. Please complete this form and email to *Pam Shilling at donor@annmariegarden.org*. Please include the original form when submitting payment to the address below. We look forward to working with you!



ANNMARIE  
SCULPTURE  
GARDEN &  
ARTS CENTER

### DAILY EXPERIENCES

#### Autumn at the Garden

- ☐ Presenting Sponsor: \$1500
- ☐ Special Spots Sponsor: \$750
- ☐ Garden Friends: \$250

#### Nature Nook:

- ☐ Presenting Sponsor: \$2500  
*available as of 8/17/20*

#### "Fairy Lolly Play Area" Sponsorship:

- ☐ Presenting Sponsor: \$2500  
*available as of 8/17/20*

#### AMG Billboard Space

- ☐ One Month for your banner: \$250
- ☐ Three Months for your banner: \$600
- ☐ One Year for your banner: \$1500

### EVENTS

#### Artswalk

- ☐ Welcome Gate Lead Sponsor: \$3000
- ☐ Main Stage Sponsor: \$2000
- ☐ Family Picnic Lawn Sponsors: \$2000
- ☐ Entertainment Sponsor: \$1500
- ☐ Painterly Patron: \$1000
- ☐ Bejeweled Benefactor: \$500
- ☐ Artsy Advocate: \$350

#### Halloween in the Garden

- ☐ Trick-or-Treat Bag Lead Sponsor: \$1500
- ☐ Welcome Sponsor: \$1200
- ☐ Spooktacular Sponsor: \$1000
- ☐ Friendly Ghost Sponsor: \$700
- ☐ Ghoulsh Supporter: \$500
- ☐ Haunted Sponsor: \$250

#### Garden in Lights

- ☐ Shining Star Presenting Sponsor: \$5000
- ☐ Honoring Local Heroes: \$1500
- ☐ Sparkling Sponsor: \$1000

**My business will make a general donation of \$\_\_\_\_\_**

Businesses that make a gift of \$250 or greater are acknowledged at the Garden as **Community Partners**.

## Thank you for your support!

Please help us maximize your support by paying by check if possible.

Visit [annmariegarden.org](http://annmariegarden.org) or call 410-326-4640 to pay via credit card or to schedule installments.

Total

Amount: \_\_\_\_\_

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

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

(for general sponsorship and benefits questions)

**Mailing Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Company Representative:** \_\_\_\_\_

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

Contact Pam Shilling, Development Director, with questions at [donor@annmariegarden.org](mailto:donor@annmariegarden.org) or 410-326-4640.

Sponsorship Form

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Update: 8/17/20