

SECOND ANNUAL GARDEN PARTY



SPONSORSHIP OPPORTUNITIES THE GARDEN BENEFIT AT ELM BANK

"A Peek into the Past and Future"

Thursday June 15, 2017

Italianate Garden

6:00 p.m. - 8:30 p.m.

THE GARDEN BENEFIT

On Thursday, June 15, 2016, Massachusetts Horticultural Society will be hosting our 2nd Annual Garden Benefit at The Gardens at Elm Bank. We've planned an upbeat celebration featuring live entertainment, local-farm-sourced finger-foods and beverages and hundreds of revel-ready guests. All our gardens will be set for strolling and enjoying, but the main attraction will be the Manor House, which will have a room decorated in period fashion for all to view through three open French doors.

THE MASSACHUSETTS HORTICULTURAL SOCIETY: AMERICA'S ORIGINAL HORTICULTURAL INSTITUTION

Massachusetts Horticultural Society, our country's oldest horticultural organization, has been instrumental promoting horticulture and environmental outreach since our 1829 inception. We moved our headquarters to The Gardens at Elm Bank in Wellesley in 1996, providing a unique educational campus and premier garden tourist destination for New England. We invite you to partner with Mass Hort to engage in programs and development for future generations.

WHY BE A SPONSOR?

Your support for our Garden Benefit showcases your business to hundreds of affluent attendees, Mass Hort's 4,500 members & supporters, social network followers and the public; it demonstrates your commitment to the mission and vision of Massachusetts Horticultural Society and The Gardens at Elm Bank.

*Please explore the attached sponsorship page to choose
the best level for you or your business, and support this event with
your most generous donation.*



THE GARDENS AT ELM BANK
MASSACHUSETTS HORTICULTURAL SOCIETY

SPONSORSHIP OPPORTUNITIES

1829 SPONSOR: \$25,000

- Recognition (including Company name, logo, tag line) in all Event materials
- Recognition in opening remarks
- Recognition in Event and Pre-Event advertising (manner and location of Pre-Event advertising to be determined solely at the discretion of Mass Hort)
- Full Page ad in Event Program
- Recognition as 1829 Sponsor for 2017 Garden Party in all Mass Hort publications for one year (or the equivalent, depending on number and frequency of publications)
- Cultivators' Circle Level Mass Hort Membership for one year
- Company name, logo, tag line and recognition as 1829 Sponsor on website for 6 months
- Full page ad in 2017 Fall/Winter and 2018 Spring/Summer Mass Hort Course Catalogs
- Event Space for 225 (seated) or 400 (cocktail style) at the Hunnewell Building at The Gardens at Elm Bank (Date and details TBD)
- Banner at event (Sponsor provides)
- 10 Tickets

1874 SPONSOR: \$10,000

- Recognition (including Company name, logo, tag line) in select event materials
- Half Page ad in Event Program
- Recognition as 1874 Sponsor for 2017 Garden Party in Mass Hort publications for 6 months (or the equivalent depending on number and frequency of publications)
- Mass Hort Membership at the Cultivator Circle for one year
- Company name, logo, tagline and recognition as 1874 Sponsor on website for 6 months
- Half page ad in 2017 Fall/Winter and 2018 Spring/Summer Mass Hort Course Catalogs
- Banner at event (Sponsor provides)
- 10 Tickets

SPONSORSHIP OPPORTUNITIES

ASIAN GARDEN CIRCLE: \$5,000

- Name recognition in Event Program
- Family Membership to Mass Hort for one year
- 8 tickets
- 8 packets of special seeds from the New England Trial Garden

ITALIANATE GARDEN CIRCLE: \$2,500

- Name recognition in Event Program
- 4 tickets
- 4 packets of special seeds from the New England Trial Garden

SEED TO TABLE GARDEN CIRCLE: \$1,500

- Name recognition in Event Program
- 4 tickets
- 15% off one Educational Offering at Mass Hort

VICTORY GARDEN CIRCLE: \$500-\$1,499

- Name recognition in Event Program
- 1 ticket

BUSINESS SPONSORSHIP FORM MASS HORT LOGO/GARDEN PARTY GRAPHICS

Company Name _____

Company Address _____

Company Website _____

Company Logo: please email jpeg to Elaine Lawrence at elawrence@masshort.org

Your Name and Title _____

Telephone _____

Email _____

CORPORATE BENEFIT PACKAGE SELECTED:

- 1829 Sponsor** (\$25,000)
- 1874 Sponsor** (\$10,000)
- Asian Garden Circle** (\$5,000)
- Italianate Garden Circle** (\$2,500)
- Seed to Table Garden Circle** (\$1,500)
- Victory Garden Circle** (\$500 - \$1,499)

METHOD OF PAYMENT:

Check (made payable to Mass Hort)

Credit Card (circle one) **Visa** **MasterCard** **AmEx**

Credit Card # _____

Expiration Date _____

Name on Card _____

***Any questions, please call Elaine Lawrence, Director of Development, at
617-933-4945 or email elawrence@masshort.org***