

FLEUROTICA 2011

WHERE FASHION MEETS FLOWERS

March 25, 2011 Garfield Park Conservatory

Event Sponsorship Opportunities



www.fleurotica.org



GARFIELD PARK
CONSERVATORY
ALLIANCE

FLEUROTICA 2011 Event Sponsorship Commitment

Dear Friend of the Garfield Park Conservatory Alliance:

On March 25, 2011, the Garfield Park Conservatory Alliance will present its signature fundraising event, *FLEUROTICA: Where Fashion Meets Flowers*, a spectacular fusion of fashion and exquisite floral designs. This exceptional event furthers our mission of growing the community through the unique combination of people, plants and place while showcasing the Conservatory's tropical and exotic greenery. We are pleased to host the **Third Annual FLEUROTICA on Friday, March 25, 2011, from 6:30 p.m. - 10:00 p.m. in the serene setting of Garfield Park Conservatory. We invite you to partner with us as a first-time sponsor for FLEUROTICA 2011.**

FLEUROTICA 2010 was a huge success, raising more than \$50,000, all of which directly supported the Alliance's environmental education programming. As an integral part of the Westside Chicago communities, the GPCA provides educational programming to over 90,000 youth annually. With your generous support, we can increase our outreach and provide children with the opportunity to explore the fundamental connection between plants and human life.

Based on our previous success, we are expanding the 2011 event to host 300 guests, with a goal to raise more than \$100,000. Your involvement as a sponsor of *FLEUROTICA 2011* will benefit youth education programs, school and group visits, public programming events and teacher trainings and workshops.

Enclosed please find the sponsor benefits that are available to you and your organization, as well as a sponsor reservation form. Please feel free to contact me at 773-638-1766 ext. 33 so we can discuss in more detail how you can participate in *FLEUROTICA 2011*.

Best Regards,
Patrick Riley
Development Manager



FLEUROTICA 2010 Highlights

- 200 Guests
- Over 20 Florists and Fashion Designers
- Raised More Than \$50,000
- Media Coverage Included: *Chicago Red Eye, Chi Town Daily News, Daily Candy and WMAQ – TV NBC 5.*
- Rated by the publication *Biz Bash* as one of Chicago's Top Events

FLEUROTICA 2011 Event Sponsorship Opportunities

Event Sponsorship Levels



The continued support of many generous businesses in the Chicagoland area is truly the driving force behind achieving our goal of raising \$100,000 for environmental education opportunities at the Garfield Park Conservatory.

Your support as an Event Sponsor would be greatly appreciated. As an Event Sponsor, you would receive various sponsor and hospitality benefits including advertising and promotional opportunities, as well as marketing exposure for your company.

Presenting Grand Benefactor Sponsor Benefits - \$50,000

Advertising and Promotion Benefits

- Exclusive "Presenting" status within the event title with logo
- Name prominently featured in all event press releases and media alerts
- Logo Placement on front cover of event invitations and program books
- Full-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for one year
- Logo and company website link on Conservatory website for one year including *FLEUROTICA* event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the event Master of Ceremonies

Special Benefits

- Opportunity to include a promotional item or materials in event gift bags
- Logo placement on step and repeat photo wall
- Opportunity for logo to be displayed with custom GOBO lighting within event
- Opportunity for logo placement in sponsor video running on a loop during the event
- Name listed in GPCA Annual Report
- Logo inclusion on sign displayed in the lobby for one month prior to all Alliance programming and fundraising events
- Logo on all Alliance programming event postcards for one year, quantity 25,000 per event, exposure 50,000 (Sweet Saturdays & County Fair)
- Volunteer opportunities for employees
- Opportunity for 20 x 20 both at the event

Hospitality Benefits

- Ten complimentary tickets to *FLEUROTICA 2011*
- Opportunity to entertain clients in an exclusive VIP area
- Opportunity to host a corporate event at a 20% discounted facility rental rate for one year
- Chance to create a special activity or program during the event

FLEUROTICA 2011 Event Sponsorship Opportunities

Event Sponsorship Levels

Benefactor Sponsor Benefits - \$25,000

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo Placement on event invitations and in program books
- Full-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for six months
- Logo and company website link on Conservatory website for six months including *FLEUROTICA* event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the event Master of Ceremonies

Special Benefits

- Opportunity to include a promotional item or materials in event gift bags
- Logo placement on step and repeat photo wall
- Opportunity for logo to be displayed with custom GOBO lighting within event
- Opportunity for logo placement in sponsor video running on a loop during the event
- Name listed in GPCA Annual Report
- Logo inclusion on sign displayed in the lobby for one month prior to all Alliance programming and fundraising events

Hospitality Benefits

- Eight complimentary tickets to *FLEUROTICA 2011*
- Opportunity to entertain clients in an exclusive VIP area
- Opportunity to host a corporate event at a 20% discounted facility rental rate for one year

Grand Patron Sponsor Benefits - \$10,000

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo Placement on event invitations and in program books
- Half-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for January, February and March
- Logo and company website link on Conservatory website for January, February and March including *FLEUROTICA* event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the event Master of Ceremonies

Special Benefits

- Opportunity to include a promotional item or materials in event gift bags
- Logo placement on step and repeat photo wall
- Opportunity for logo placement in sponsor video running on a loop during the event
- Name listed in GPCA Annual Report
- Guided behind-the-scenes tour of the Conservatory for a group of 30

Hospitality Benefits

- Six complimentary tickets to *FLEUROTICA 2011*
- Opportunity to entertain clients in an exclusive VIP area

FLEUROTICA 2011 Event Sponsorship Opportunities

Event Sponsorship Levels

Patron Sponsor Benefits - \$5,000

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo Placement on event invitations and in program books
- Half-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for January, February and March
- Logo and company website link on Conservatory website for January, February and March including *FLEUROTICA* event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the event Master of Ceremonies

Special Benefits

- Opportunity to include a promotional item or materials in event gift bags
- Opportunity for logo placement in sponsor video running on a loop during the event
- Name listed in GPCA Annual Report
- Guided behind-the-scenes tour of the Conservatory for a group of 15

Hospitality Benefits

- Four complimentary tickets to *FLEUROTICA 2011*
- Opportunity to entertain clients in an exclusive VIP area

Partner Sponsor Benefits - \$2,500

Advertising and Promotion Benefits

- Name prominently featured in all event press releases and media alerts
- Logo Placement on event invitations and in program books
- Half-page ad in event program book
- Logo inclusion in monthly e-marketing efforts for January, February and March
- Logo and company website link on Conservatory website for January, February and March including *FLEUROTICA* event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the event Master of Ceremonies

Special Benefits

- Opportunity to include a promotional item or materials in event gift bags
- Opportunity for logo placement in sponsor video running on a loop during the event
- Name listed in GPCA Annual Report

Hospitality Benefits

- Two complimentary tickets to *FLEUROTICA 2011*
- Opportunity to entertain clients in an exclusive VIP area

FLEUROTICA 2011 Event Sponsorship Opportunities

Event Sponsorship Levels

Jensen Sponsor Benefits - \$1,000

Advertising and Promotion Benefits

- Logo Placement on event invitations and in program books
- Quarter-page ad in event program book
- Logo and company website link on Conservatory website for January, February and March including *FLEUROTICA* event website (www.fleurotica.org)
- Logo inclusion on prominent event signage displayed within the event
- Recognition in speaking program during event by the event Master of Ceremonies

Special Benefits

- Opportunity to include a promotional item or materials in event gift bags
- Opportunity for logo placement in sponsor video running on a loop during the event
- Name listed in GPCA Annual Report

FLEUROTICA 2011 Event Sponsorship Reservation Form

Yes! I would like to help the Garfield Park Conservatory Alliance in their effort to raise funds to help support their environmental education programming at *FLEUROTICA 2011* as a Event Sponsor.

Company Name

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Contact Name

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Address

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City, State, Zip

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Phone

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Fax

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Email

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Signature

Enclose Check made payable to: **Garfield Park Conservatory Alliance**

Mail Check to:
Garfield Park Conservatory Alliance
Attn: Patrick Riley
300 North Central Park Avenue
Chicago, IL 60624-1945

Sponsor Levels:

- \$50,000 – Presenting Grand Benefactor
 - \$25,000 – Benefactor
 - \$10,000 – Grand Patron
 - \$5,000 - Patron
 - \$2,500 - Partner
 - \$1,000 – Jensen
 - I/We cannot serve as a sponsor but will make an Individual Donation
- Amount \$ _____

Pay by Credit card: Visa MasterCard American Express Discover

Number: _____ Exp Date. _____

Cardholder

Name: _____ Signature: _____

Please direct any questions/return this reply form to:

Patrick Riley
Development Manager
Tel: (773) 638-1766 ext. 33
Fax: (773) 638- 1777
priley@garfieldconservatory.org

***All contributions are tax deductible to the fullest extent permitted by law**