

Friends of Patterson Park Partnership Opportunities

The Friend of Patterson Park has been actively working to care for Patterson Park and its community since 1998. Our events, recreation activities and park stewardship programs have become highly-anticipated and well-attended staples of life here in Southeast Baltimore. Partnership on our events and programs will give your business exposure to the whole of SE Baltimore through our promotional network, and will continue to make these events possible for the community!



Events

- Día del Niño/Kid's Day (April)
- Patterson Park Wine at Sunset Benefit (May)
- Summer Concert Series
(5 concerts, June - August)
- Patterson Park BrewFest (November)
- Muevetón 5K & Health Fair (September)
- Winter Lights (December)



Youth and Adult Recreation

- Youth soccer, basketball and tennis clinics
- Youth Baseball
- Zumba, Yoga, Mindfulness
- Walking Groups
- Family Bootcamps



Park Stewardship

- Volunteer Days in the Park - Fall and Spring
- Volunteer Teams - 1-2x Monthly
- Observatory Docent Team - 1x Weekly



Whatever your sponsorship goals, we can discuss a package that will work for you.
Contact Shannon Arehart at shannon@pattersonpark.com or 410-276-3676 for more information.

Partnership Benefits:

Community Impact: Your investment can have a big impact on the park and its user experience: youth programs, community events, environmental and historical stewardship.

Employee Engagement: We offer unique ways to bring your employees together to serve, learn and support the community and environment

Increase Exposure and Awareness: We can increase your company's exposure and visibility as a committed and locally-invested neighbor, as well as provide brand awareness throughout Southeast Baltimore and beyond.



Reach:

Our primary audience encompasses the 53K+ residents in the 10 neighborhoods around the park, including Canton, Butchers Hill, Patterson Park and Highlandtown. For detailed demographics, contact us.

- Facebook: 15,500+ likes
17,000+ followers
Average reach in one month: 80,000+
- Instagram: 4,800+ followers
- Website: www.pattersonpark.com
Our website is uniquely positioned as THE source of Patterson Park news, events and park information.
- Email subscriber list of 6,500

About the Friends

Since 1998, the Friends of Patterson Park has been key in facilitating a renaissance of Patterson Park. Today, our mission is to ensure that this incredible resource continues to thrive and be a resource for our diverse neighbors, visitors and future generations. The Friends is a non-profit 501(c)(3) organization that:

- Maintains and preserve the historic Observatory, Marble Fountain, and cannons for future generations, and keep the Observatory open to visitors
- Provides FREE youth and adult athletic and wellness programming, so that all who wish to participate, can;
- Produces FREE events
- Focuses on park improvements that benefit all park users, like trash cans and bike racks
- Organizes and outfit volunteer teams that care for the park...600+ volunteers giving 6,000+ hours every year!
- Serves as a liaison with the City, State and foundation partners to advocate for park resources and to address concerns such as safety and environmental stewardship.

April 27
2024

Día del Niño / Kid's Day



Día del Niño (or Kids' Day) is celebrated throughout Latin America and the world as a day in which we honor the contributions of children and youth to our communities. The Friends of Patterson Park's Día del Niño Celebration is the largest in Baltimore, bringing over 2,500 people to the park annually. All activities, performances, and food are FREE to participants, and nothing is bought or sold during the event so that families can enjoy all it has to offer without having to think about price. The event features more than Over 20 community partners providing free activities, folkloric dance performances, face painting, sports and games, arts/crafts and piñata stations for five different age groups.

Corporate Engagement Opportunities

Partner organizations can table and provide volunteers for specific children's activities, provide volunteer teams for registration, piñata stations and clean up. This is a great opportunity for Spanish-speaking volunteers.

Exposure Opportunities

- Recognition (logo/link) on the Friends of Patterson Park website and event page
- Spotlight post on all social media platforms
- Recognition in our e-newsletter, and targeted constituent emails
- Opportunity to include a promotional item for event
- Logo on event signage and marketing materials (poster, flyers, etc.)

Reach

- Serves 2,500+ local children and families annually.
- Demographic:
 - 60% Hispanic
 - 20% African American
 - 20% Caucasian
- Marketing reach: 35,000+

Sponsor Levels

- Presenting Sponsor - \$5,000
- Contributing Sponsor - \$2,000
- Supporting Sponsor - \$1,000



Friends of Patterson Park Día del Niño/Kid's Day

Sponsorship Levels

	Supporting Sponsor \$1,000	Contributing Sponsor \$2,000	Presenting Sponsor \$5,000
Number of sponsorships available	5	5	1
Logo & link on website for one year	*	*	*
Sponsor logo & link in FPP E-newsletters, dist. 6,000	*	*	*
Recognition on signage at Observatory for event	*	*	*
Tent and table at event	*	*	*
Sponsor logo on printed and digital flyers and posters	*	*	*
Recognition from stage	*	*	*
29" x 29" sponsor banner displayed at event		*	*
Banner with logo displayed at the event			*
Opportunity to speak from the stage at the event			*
Logo on Día del Niño core graphic			*



Ready to sponsor, have a question, or want to discuss a custom package? Contact:

Katie Long
Program Director / Hispanic Liaison
programs@pattersonpark.com
410.276.3676

May 23
2024

Patterson Park Wine at Sunset



In its 18th year, Patterson Park Wine at Sunset features wine and food from some of Baltimore's favorite restaurants, live music and fun - all against the backdrop of the 1860 Marble Fountain and the iconic Observatory in historic Patterson Park. We've expanded this event to include a premium wine experience in "The Cellar" - an add on to a standard ticket - as well as adding a Demonstration Tent, where guests can learn more about wine, spirits and food. This incredibly popular event sells out every year!



Corporate Engagement Opportunities

- Tickets provided for employees and clients
- VIP tables for sponsors
- Opportunity to volunteer as a team at event (pouring wine, set up or clean up crew, etc.)



Exposure Opportunities

- Recognition (logo/link) on the Friends of Patterson Park website and Wine at Sunset event website
- Spotlight post on all social media platforms
- Recognition in our e-newsletter, and targeted constituent emails
- Opportunity to include a promotional item for event
- Logo on event signage

Reach

Expected ticket sales: 650+
Expected advertising reach: 125K website & social media
Audience: Park & wine lovers from SE Baltimore, including Canton, Butchers Hill, Fells Point, Highlandtown, Harbor East & beyond.

www.pattersonpark.com/wineatsunset



Sponsor Levels

- Vintage/Glass Sponsor - \$3,000
- Cellar Sponsor - \$2,000
- Demo Tent Sponsor - \$1,000
- Bubbly Sponsor - \$1,000
- Wine Patron - \$ 500



Patterson Park Wine at Sunset

2024 Sponsorship Levels

Vintage - \$3000 (1)

- Presenting sponsor designation
- **Logo on souvenir wine glass distributed to all attendees**
- Featured logo on site banners
- Two social media spotlight posts and inclusion on media releases
- Opportunity to welcome guests from stage
- **2 Reserved seated tables for guests**
- 15 Tickets and 15 Cellar Passes included (\$1335 value)



Cellar - \$2000 (1)

- Exclusive sponsor of the premium tasting experience "The Cellar" - an area reserved for guests with a Cellar Pass (limited to 150 ticket holders), allowing them access to premium tastings and food pairings and seating
- Featured logo on "The Cellar" site banners
- Social media spotlight post and inclusion in media releases
- Opportunity to provide logo item for Cellar guests
- 12 Tickets and 12 Cellar Passes included (\$1068 value)



Demo Tent - \$1000 (1)

- Exclusive sponsor of our demonstration tent, featuring brief, fun experiences like "Wine 101", "Oysters and other Pairings", etc.. This would be named the "*Your name here* Demo Tent".
- Social media spotlight post
- 4 Tickets and 4 Cellar Passes included (\$356 value)

All levels include:

Logo/link on site banners, FPP websites
Logo/mention in e-blasts and social media
Ability to include coupon/flyer in 650+ tasting glasses

Bubbly - \$1000 (1)

- Provide a welcome pour of sparkling wine at the entrance event
- Logo on welcome pour signage
- Social media spotlight post
- 4 Tickets and 4 Cellar Passes included (\$356 value)

Wine Patron - \$500

- Logo on website for one year
- 2 Tickets and 2 Cellar Passes included (\$178 value)

June - August
2024

Summer Concert Series

with Media Partners WYPR & WTMD



Five weekend concerts on the hill near the iconic 1892 Patterson Park Observatory, one of Baltimore's most beloved and photographed landmarks.

Snapshot

- Unique and diverse bands featured, from 10-piece soul bands to Latin dance, Afrofunk to alternative.
- **Media Sponsors WYPR 88.1 F.M./ WTMD 89.7 F.M. . Provides concert advertising that reaches 200,000+ listeners weekly, and 20,000 via email newsletters**
- 1,500 - 2,500 typical single concert attendance
- Diverse attendees: families, professionals, retirees, dog owners and music lovers
- Vendor Village (food, art, services and non-profits) and Sponsor Booths circle the top of the concert venue.
- The vibe is festive, creative, and always FUN.

Engagement Opportunities

Partner organizations can:

- Table at concerts
- Host a pre-concert employee party or picnic
- Provide volunteers to guide intermission activities for children and/or adults
- Host a children's activity area at each concert

Exposure Opportunities

- Recognition (logo/link) on the Friends of Patterson Park website and event page
- Spotlight post on all social media platforms
- Recognition in our e-newsletter, and targeted constituent emails
- Opportunity to include a promotional item for events
- Logo on event signage and marketing materials (poster, 10,000 mailed flyers, etc.)



Reach

10,000 - 12,000 attendees annually

Social Media reach: 200,000+ for entire season (June - August)

Email: 6,000 weekly (June - August)

Radio (via WYPR/WTMD): 200,000 weekly

Sponsor Levels

Title Sponsor - \$12,000

Presenting Sponsor - \$ 5,000

Supporting Sponsor - \$ 2,000

www.pattersonpark.com/concerts



Friends of Patterson Park Summer Concert Series

with media partners WYPR/WTMD

Sponsorship Levels

	Supporting Sponsor \$2,000	Presenting Sponsor \$5,000	Title Sponsor \$12,000
Number of sponsorships available	10	1	1
29" x 29" sponsor banner displayed at stage	*	*	*
Logo & link on website for one year	*	*	*
Sponsor logo & link in FPP E-newsletters, dist. 6,000	*	*	*
Recognition on signage at Observatory for concert season	*	*	*
Vending spot at every concert (if desired)	*	*	*
Business Spotlights on Social Media (FB, IG, LI)		2	3
Sponsor logo on 10,000 mailed Every Door Direct Mail postcards		*	*
Custom stage banner (16' stage wrap)			*
Six double-sided light pole banners on park path lights near the Observatory, with TITLE SPONSOR logo			*
WYPR radio, print & online announcements of Company as TITLE SPONSOR			*



Ready to sponsor, have a question, or want to discuss a custom package? Contact:

Shannon Arehart
Development Director
shannon@pattersonpark.com
410.276.3676

November 9
2024

Patterson Park Brewfest



Patterson Park BrewFest is a celebration of friends, music, food and great local beer in the park. In 2022, this event raised \$35,000 to support Friends of Patterson Park programming. Now in its 7th year, BrewFest has become a highly-anticipated park festival with attendees coming from surrounding counties. We expect a sell-out crowd of 1250 once again!

Engagement Opportunities

- Employee volunteer opportunity! Volunteers can help with set up or clean up or pour beer.
- Tabling opportunity

Exposure Opportunities

- Recognition (logo/link) on the Friends of Patterson Park website and event page
- Spotlight post on all social media platforms
- Recognition in our e-newsletter, and targeted constituent emails
- Opportunity to include a promotional item
- Logo on event signage and marketing materials (poster, flyers, etc.)
- Logo on souvenir pint glass (primary sponsor)
- Opportunity to speak from stage

Reach

1250 attendees
Social media reach for this event in 2023:
150,000
Email: 6,000 weekly October -November



Sponsor Levels

Glass Sponsor - \$3,500
Stage Sponsor - \$2,000
Contributing Sponsor - \$1,000
Beer Patron - \$ 500



Patterson Park Brewfest

Sponsorship Levels

	Beer Patron \$500	Contributing Sponsor \$1,000	Stage Sponsor \$2,000	Glass Sponsor \$3,500
Number of sponsorships available	∞	5	1	1
Logo on souvenir pint glass distributed at entry				*
Reserved seated table for 12 at event (exclusive)				*
Complimentary tickets to event	2	4	8	12
Custom logo stage banner			*	
Logo banners at event	Small	Small	Large	Large
10' x 10' Vending spot, if desired		*	*	*
Ability to include marketing collateral in souvenir glass	*	*	*	*
Logo & link on website for one year	*	*	*	*
Business spotlights on Social Media (FB, IG, LI)		1	1	2
Logos/Mentions in e-Newsletter (dist. 5500)	*	*	*	*

Kids' Zone sponsor: \$1,000

Help make the kids and family zone amazing! BrewFest is family-friendly (and kids attend free), so we get many young families in this area for the duration of the fest.

You'll receive all benefits of Contributing Sponsor, with custom logo signage for Kids' Zone area!



December 8
2024

Winter Lights at the Observatory



Our annual holiday Observatory Lighting festival in historic Patterson Park has become a Baltimore tradition, drawing thousands of people...a splendid kickoff for the holiday season!

Recently re-branded as "Winter Lights", the festival and lighting will feature live music, food and craft vendors, Santa and guests, and a countdown to the lighting. We take a multi-cultural and non-denominational approach to the holidays, with a variety of vendors and entertainment reflecting our community. The Observatory will be glowing with winter lights, and both lights and sponsor signage will remain up until mid-January.

Engagement Opportunities

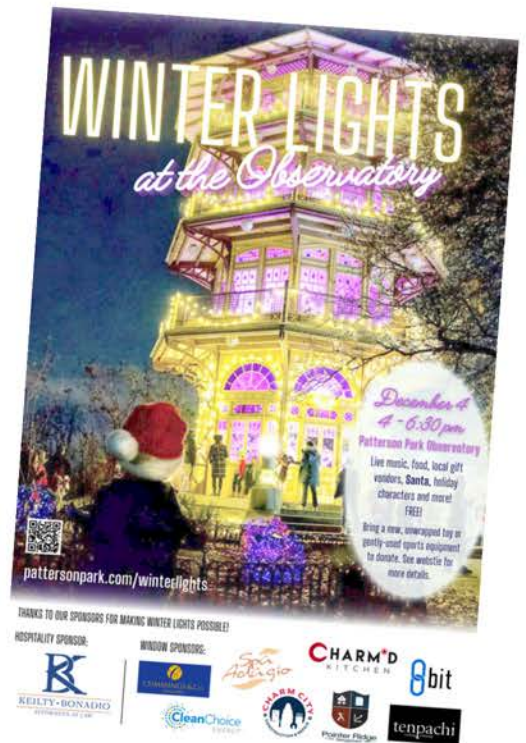
- Hospitality tent for employees and/or clients
- Employee volunteer opportunity (running children's activity area, pre/post event teams, and more)
- Tabling opportunity

Exposure Opportunities

- Recognition (logo/link) on the Friends of Patterson Park website and event page
- Spotlight post on all social media platforms
- Recognition in our e-newsletter, and targeted constituent emails
- Opportunity to include a promotional item for events
- Logo on event signage and marketing materials (poster, flyers, etc.)
- Opportunity to speak from stage

Reach

Expected Attendees: 3,000+
Social media reach for this event in 2023: 182,000
Email Newsletter subscribers: 6,000



Sponsor Levels

Mainstage & Light Sponsor - \$5,000
Celebration Sponsor - \$2,500
Hospitality Tent Sponsor - \$1,000
Window Sponsor - \$ 500

www.pattersonpark.com/winterlights

Winter Lights Sponsor Levels



\$5,000 Mainstage & Light Show Sponsor (1 available)

This is a unique opportunity to engage the communities surrounding Patterson Park, and far beyond!
We will:

- Display your logo on 12' Stage banner at stage front and on all print collateral
- Recognize your business on social media with featured story, in our e-newsletter and on our website (for 1 year). Signage at the Observatory with your name/logo to remain until 1/15/25
- Include company in event media release
- **Use custom gobo light of your logo to be displayed at lead up to lighting countdown**
- **Provide opportunity to speak from Lighting Stage and to lead countdown to lighting**
- Provide opportunity for your employees to volunteer to support event (with follow up coverage in social media)
- Provide opportunity to vend at the event, with tent provided
- Include ten tickets to the Hospitality Tent

\$2,500 Celebration Sponsor (1 available)

Host the festival! Support all the fun leading up to the main event, including performers, festival lights and volunteers.
We will:

- Display your name and/or logo on signage to remain in place at Observatory until 1/15/25 and on print collateral
- Recognize your business on social media, in our e-newsletter, on our website (for 1 year) and from the stage
- Include company in event media release
- You will have the opportunity to vend at the event, with a tent provided
- Include ten tickets to the Hospitality Tent

\$1,000 Hospitality Tent Sponsor (1 available)

Host members of the Friends of Patterson Park at our Hospitality Tent! Our members - dedicated park supporters and volunteers - will be visiting for holiday cheer during the event. Help us show them our thanks for all they do to support Patterson Park! We will:

- Display your name and/or logo and 3' x 5' banner at the Hospitality Tent, on signage to remain in place at Observatory until 1/15/25, and on all print collateral
- Recognize your business on social media, in our e-newsletter, on our website (for 1 year) and from the stage
- You will have the opportunity to provide your promo item to tent guests
- Include six tickets to the Hospitality Tent

\$500 Window Sponsor (8 available)

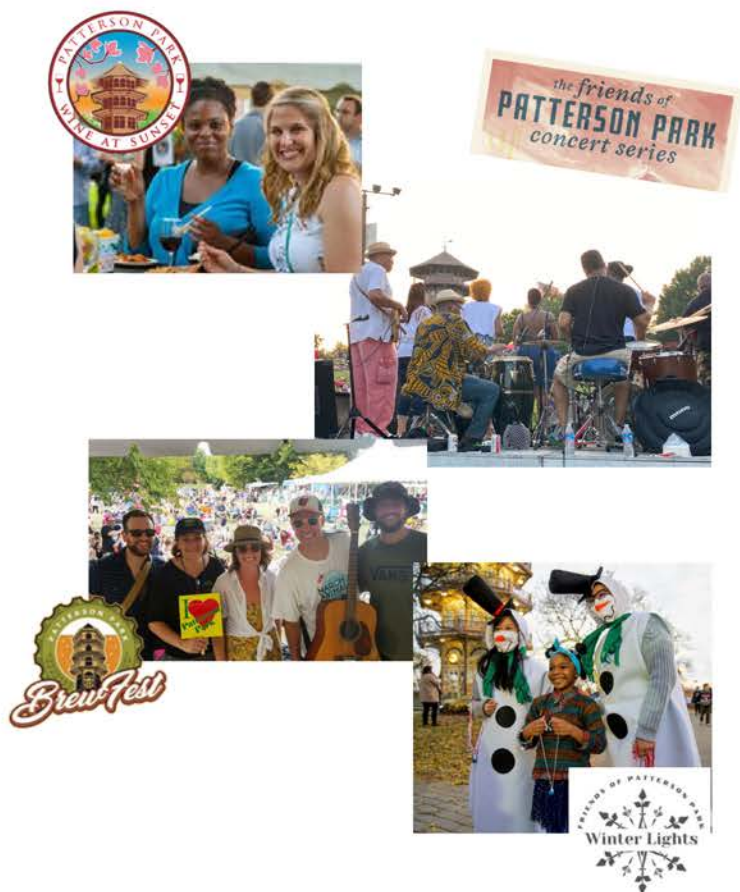
Local artists design a unique winter scene for each of the eight sides on the ground floor.
Designs will be backlit, and displays will be left up until mid-January. We will:

- Display your name and/or logo on signage installed next to your sponsored side (this will remain in place from 12/8/24 - 1/15/25 for maximum visibility) and on all print collateral
- Recognize your business on social media, in our e-newsletter, on our website (for 1 year) and from our Lighting Stage
- Provide opportunity to vend at the event, with a tent provided
- Include four tickets to Hospitality Tent



Park Patrons Be a part of our events all year long!

Want to show your support for one of Baltimore's busiest green spaces and its vast community of park users and visitors? Becoming a Park Patron will ensure that you play a part in some of our most visible and well-attended events! We can increase your company's exposure and visibility as a committed and locally-invested neighbor, as well as provide brand awareness throughout Southeast Baltimore and beyond.



Event	Sponsor Amount	Park Patron Discount
Wine at Sunset	500	-50
Summer Concert Series (5 Sunday Concerts)	2000	-500
BrewFest	500	-75
Winter Lights	500	-75
TOTAL	3500	\$2800

Benefits to you:

- Logo & link on all digital media for events, on our website for one year, and in our e-newsletter 6x annually
- Social media spotlights
- For concerts, 29" x 29" banner at concert stage and potential for sponsor table in vendor village
- Business name announced from stage at sponsored events
- If you join by 5/10/2024, logo will be included at seasonal Observatory signage (visible to all park visitors from 5/25 - 12/31), and additionally on duplicate signage placed in other locations around the park.

There are additional sponsor levels for each event, should you wish to increase your support and presence at any one or more event.

Contact shannon@pattersonpark.com for more information or to customize your sponsorship to your unique needs.