

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.

www.pattersonpark.com

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: 13,500+ likes
14,900+ followers
Average reach in one month: 40,000+
Average reach in one week: 10,500+
- Instagram: 2800+ 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.

May 26
2022

Patterson Park Wine at Sunset



In its 16th 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. Hosted by Daniel and Michele Barnycz and curated by Off the Rox.

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: 100K website & social media
Audience: Park & wine lovers from SE Baltimore, including Canton, Butchers Hill, Fells Point, Highlandtown, Harbor East & beyond.

Sponsor Levels

Vintage Sponsor - \$4,500
Cellar Sponsor - \$3,000
Restaurant Sponsor - \$1,500
Bubbly Sponsor - \$1,000
Wine Patron - \$500

www.pattersonpark.com/wineatsunset

Patterson Park Wine at Sunset

2022 Sponsorship Levels



Vintage - \$4500 (1)

- Presenting sponsor designation
- 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
- 20 Tickets and 20 Cellar Passes included (\$1800 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

Cellar - \$3000 (1)

- Exclusive sponsor of the onsite "Cellar" - an area reserved for guests with a Cellar Pass (limited to 150 ticket holders), allowing them access to premium tastings and food pairings curated by Off the Rox
- Featured logo on site banners
- Social media spotlight post and inclusion in media releases
- Opportunity to provide logo item for Cellar guests
- 10 Tickets and 10 Cellar Passes included (\$600 value)

Restaurant Patron - \$1500 (1)

- Helps us to further support our participating restaurants
- Logo on food station table signs
- Social media spotlight post
- 4 Tickets and 4 Cellar Passes included (\$360 value)

Bubbly - \$1000 (1)

- Provide a welcome pour of sparkling wine at the entrance event
- Logo on welcome pour signage
- Social media spotlight post
- 2 Tickets and 2 Cellar Passes included (\$180 value)

Wine Patron - \$500

- Logo on website for one year
- Ability to include coupon or other flyer in glass
- 2 Tickets and 2 Cellar Passes included (\$180 value)

June - August
2022

Summer Concert Series with Media Partner WYPR



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 Sponsor WYPR at 88.1 F.M., Maryland's NPR news station, 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 attendees annually
Social Media: 172,000+ for entire season (June - August)
Email: 5,500 weekly (June - August)
Radio (via WYPR): 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 partner WYPR

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 20,000 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 12
2022

Patterson Park Brewfest



Patterson Park BrewFest is a celebration of friends, music, food and great local beer in the park. In 2021, this event raised \$25,000 to support Friends of Patterson Park programming.

Engagement Opportunities

- VIP Hospitality tent for employees and/or clients
- 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 2021:
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) | * | * | * | * |

New this year!

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 4
2022

Winter Lights



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. This year, we're excited to be back in person after a virtual lighting in 2020, and we know Baltimore will be as well!

Newly 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 2021:
100,000
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/winterlightst

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 1/15/22
- 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
- **If decision made by 11/1**, we will include logo on planned Every Door Direct Mail to 5,000+ area residences.

\$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 1/15/22 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 six 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 1/15/22, 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 artist Martha Simons is designing 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 12/5/21 - 1/15/22 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 two 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 5/15/2022, logo will be included at seasonal Observatory signage (visible to all park visitors from 5/26 - 10/3)

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.