Event Details

**Moonlight & Roses**
June 3, 2022 @ 6pm

*Moonlight & Roses* been a landmark social event in the Philadelphia region for four decades. More than 450 guests attend the gala, which begins with cocktails in the Arboretum’s stunning Rose Garden, and ends with dancing under a clear-top tent. This year's event is held in memory of Sally Gendler, and in honor of the Urban Health Lab at Penn Medicine. Proceeds benefit the Arboretum’s many important education and conservation projects.

Enclosed please find a list of sponsorship levels. In addition to this full array of benefits, sponsors are also offered a variety of a la carte promotional opportunities which may further enhance benefits by offering unique ways to position your brand. A la carte options can be purchased on their own or in addition to a general sponsorship.

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**Honoree:**
**SALLY GENDLER** (1960 – 2020)

This year we are privileged to honor the memory of Sally Gendler at the 2022 *Moonlight & Roses* gala. Sally, a neighbor of the Arboretum, took full advantage of her proximity and served as an active education guide, horticulture volunteer, and archive volunteer. Sally was a member of the Arboretum’s Directors Guild and the *Moonlight & Roses* planning committee, serving as the chair in 2019. She was an active Penn State Extension Master Gardener, and volunteered at The Mt. Airy Playground, where she created an innovative garden to table program through which she taught planting, sowing, and cooking to children and parents in the local community. Sally was a true life-long champion of the Morris Arboretum.

**Institutional Honoree:**
**URBAN HEALTH LAB AT PENN MEDICINE**

The Urban Health Lab (UHL) is a research-action group at the Perelman School of Medicine at the University of Pennsylvania dedicated to partnering with communities to design and test individual and community level interventions to build healthy and safe neighborhoods. The Urban Health Lab has a unique focus on place-based interventions - including vacant lot greening, tree planting, micro-parks, abandoned house remediation, structural repairs to occupied homes, trash clean-up, and more. The UHL partners with community leaders, non-profit organizations, and policy-makers to advance the science of urban health, particularly in Black and Brown communities.

www.MorrisArboretumGala.org
## Corporate Sponsorship Levels

<table>
<thead>
<tr>
<th>Benefit</th>
<th>ROSE ($25,000)</th>
<th>PLATINUM ($10,000)</th>
<th>GOLD ($7,500)</th>
<th>SILVER ($5,000)</th>
<th>BRONZE ($2,500)</th>
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<tbody>
<tr>
<td>Tickets to the gala</td>
<td>20</td>
<td>14</td>
<td>12</td>
<td>10</td>
<td>4</td>
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<td>Reserved seating for your guests during dinner</td>
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<td>Sponsorship of one bar in the clear-top tent</td>
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<td>Logo placement on banners</td>
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<td>Free four-hour facility rental at the Arboretum available Mondays–Thursdays</td>
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<td>Company day at the Arboretum</td>
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<td>Logo placement on all print and online advertisements, along with eblasts</td>
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<td>Logo placement on event save the date postcard</td>
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<td>Guest passes to the Arboretum</td>
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<td>Discounted Arboretum membership offer for company employees</td>
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<td>Private guided tour of the Arboretum</td>
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<td>Company name in a post about the event on Facebook, Instagram, and LinkedIn (53,000+ followers)</td>
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<td>Full-page ad in the event program book</td>
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<td>Logo placement on signage at event</td>
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<td>Listed on invitation (mailed to 3,000 households)</td>
<td>Company Logo</td>
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<td>Listed on event webpage (more than one million pageviews annually)</td>
<td>Company Logo</td>
<td>Company Logo</td>
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<td>Half-page ad in the event program book</td>
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A la carte Sponsorship Items:

**Rose Garden Reception – $25,000**
Sponsor the popular cocktail reception in the Rose Garden

- Company name listed on signage at the entrance to the Rose Garden, on gala invitation, in the event program book, and on the *Moonlight & Roses* website

**Skyview Tent – $20,000**
Sponsor the iconic clear-top *Moonlight & Roses* tent where dinner and dancing occur

- Company name listed on signage at the event, on gala invitation, in the event program book, and on the *Moonlight & Roses* website

**The Moonlight Lounge – $15,000**
Sponsor the lounge area where guests can relax with a drink outside of the Skyview Tent

- Company name listed on signage at the event, on gala invitation, in the event program book, and on the *Moonlight & Roses* website

**Signature Cocktail – $10,000**
Sponsor the signature cocktail which will be handed out as guests arrive

- Company name listed on signage at the event, on gala invitation, in the event program book, and on the *Moonlight & Roses* website
A la carte Sponsorship Items:

Floral arrangements – $7,500
Sponsor the floral arrangements at Moonlight & Roses – on the bars, tables in the Rose Garden, tables in the Skyview Tent, and in Moonlight Lounge area

- Company name listed on signage at the event, on gala invitation, in the event program book, and on the Moonlight & Roses website

Entertainment – $7,500
Sponsor the entertainment for the entire evening

- Company name listed on signage at the event, on gala invitation, in the event program book, and on the Moonlight & Roses website

Wine – $5,000
Sponsor wine service at Moonlight & Roses

- Company name listed on signage at the event, on gala invitation, in the event program book, and on the Moonlight & Roses website

Beer – $3,000
Sponsor the beer selection at Moonlight & Roses

- Company name listed on signage at the event, on gala invitation, in the event program book, and on the Moonlight & Roses website
Corporate Response Form

Company Name: _____________________________________________________________

(as it should appear on the invitation, program, website, & Annual Report)

Please check the level at which you would like to participate, along with any a la carte additions:

☐ Rose - $25,000 (Goods/services: $7,400)
☐ Platinum - $10,000 (Goods/services: $4,080)
☐ Gold - $7,500 (Goods/services: $3,640)
☐ Silver - $5,000 (Goods/services: $2,800)
☐ Bronze - $2,500 (Goods/services: $1,180)

☐ Rose Garden Reception ($25,000)
☒ Skyview Tent ($20,000) - SOLD
☒ The Moonlight Lounge - SOLD
☐ Signature Cocktail ($10,000)

☒ Floral Arrangements - SOLD
☒ Entertainment ($7,500) - SOLD
☐ Wine ($5,000) - SOLD
☐ Beer - SOLD

☐ A LA CARTE ADDITIONS (No goods/services provided)

☐ Please consider this an outright contribution and waive all benefits.

Contact name: _____________________________________________________________

Phone: _____________________________________________________________________

Email address: _____________________________________________________________________

Address: _____________________________________________________________________

Web address (to which we should link from our site): __________________________________

Response and payment must be received by March 1, 2022 in order for company name to be included in the invitation, which is mailed to 3,000 households in the Greater Philadelphia area.

Please make your check payable to Morris Arboretum and mail to:

Kristen Casalenuovo, Moonlight & Roses Event Manager
Morris Arboretum of the University of Pennsylvania
100 East Northwestern Avenue
Philadelphia, PA 19118
Phone: 215-247-5777 ext. 418
Email: kcasal@upenn.edu