



Morris Arboretum
& Gardens
UNIVERSITY of PENNSYLVANIA

Moonlight & Roses

SPONSORSHIP MATERIALS



SPONSORSHIP

www.MorrisArboretumGala.org

EVENT DETAILS

Moonlight & Roses

JUNE 7, 2024 // 6PM – 10:30PM

Moonlight & Roses has been a landmark event in the Philadelphia region for four decades. Today, the event provides a beautiful forum in which to recognize excellence and leadership in environmental stewardship. More than 500 guests attend the gala, which begins with a cocktail reception in the Morris's stunning Rose Garden followed by dinner stations and dancing under a clear-top tent. Your sponsorship directly supports the Morris Arboretum & Gardens' important role as a premier destination for environmental outreach, education, and research.

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.

HONOREE:

JOSEPH MANKO

A pioneer in environmental law, Joe Manko is a founding partner of Manko, Gold, Katcher & Fox LLP. Prior to founding the firm in 1989, Joe founded and chaired the Environmental Department at Wolf, Block, Schorr and Solis-Cohen. From 1973-1975, he served as regional counsel for the EPA. He is the past chair of the Pennsylvania Environmental Council, former vice chair of the State Water Law Committee of the Pennsylvania Bar Association, and past chair of the Environmental Law Committee of the Philadelphia Bar Association. Joe served on Pennsylvania's 21st Century Environment Commission and chaired the board of directors of the Pennsylvania Infrastructure Investment Authority (PENNVEST) from 2003-2012. He co-chaired Mayor Nutter's Sustainability Advisory Board from 2008-2015. Joe spent 18 years teaching environmental law courses at the University of Pennsylvania and Vermont law schools. He served for 27 years as an elected commissioner and officer on the Lower Merion Board of Commissioners. He is still active on the board of directors of the Fairmount Park Conservancy and the Philadelphia Orchestra.

INSTITUTIONAL HONOREE:

COMCAST NBCUNIVERSAL | ENVIRONMENT

As a global media and technology company, Comcast is taking action toward a greener future by using its content and platforms for good and reducing its carbon footprint – going carbon neutral by 2035. To meet this ambitious goal, Comcast is focused on sourcing clean and renewable energy to power its operations and network, improving network energy efficiency, and designing environmentally friendly products and packaging. Since 2019, Comcast has reduced enterprise-wide greenhouse gas emissions by more than 30%. Comcast's Philadelphia headquarters include two of the tallest LEED-certified buildings in the U.S. The Comcast Center is LEED Gold certified and the Comcast Technology Center is LEED Platinum certified – the highest green building designation. Comcast is also helping drive awareness of the world's most pressing issues and solutions for positive change. For example, TODAY Climate, led by Al Roker, is committed to covering climate change and sharing sustainable solutions with millions of viewers. The Universal Filmed Entertainment Group recently launched the GreenerLight Program, an initiative focused on embedding sustainability across the entire filmmaking process including script development, locations and set needs, as well as on-screen behaviors.

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CORPORATE SPONSORSHIP LEVELS

	LEAD \$25,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Tickets to the cocktail reception AND dinner	20	12	10		
Tickets for the cocktail reception only (dinner not included)				10	4
Reserved seats for your guests during dinner	✓	✓	✓		
Sponsorship of the bars in the Rose Garden	✓				
VIP parking and entry to the VIP reception on the night of the gala for all your guests	✓	✓			
Free four-hour facility rental at the Morris available Mondays–Thursdays*	✓	✓			
Company day at the Morris	Up to 250 people	Up to 100 people			
Logo placement on all print and online advertisements, along with eblasts	✓	✓			
Logo placement on event electronic save the date	✓	✓			
Guest passes to the Morris	50	50	50	25	10
Discounted Morris membership offer of 10% off for company employees	✓	✓			
Private guided tour of the Morris*	Up to 10 people	Up to 5 people	Up to 5 people	Up to 5 people	
Company name in a post about the event on Facebook, Instagram, and LinkedIn (53,000+ followers)	✓	✓	✓	✓	
Full-page ad in the event program book	✓	✓	✓	✓	
Logo placement on signage at event	✓	✓	✓	✓	✓
Listed on invitation (mailed to 3,000 households)	Company Logo	Company Logo	Company Name	Company Name	Company Name
Listed on event webpage with hyperlink (more than one million pageviews annually)	Company Logo	Company Logo	Company Name	Company Name	Company Name
Half-page ad in the event program book					✓

*On a mutually agreed upon date and time. Some restrictions may apply.

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A LA CARTE SPONSORSHIP ITEMS

These sponsorship opportunities are available either as stand-alone purchases or in addition to your purchase of an event sponsorship listed on the previous page.



SKYVIEW TENT

\$30,000

Sponsor the iconic clear-top *Moonlight & Roses* tent where dinner, dancing, and dessert occur

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



ROSE GARDEN RECEPTION

\$25,000

Sponsor the popular cocktail reception in the Rose Garden

Name prominently displayed on signage in the Rose Garden, on gala invitation, in the event program book, and on the *Moonlight & Roses* website



HONOREE PRESENTATION

\$25,000

Sponsor the presentation of awards to the honorees

Name prominently displayed on the podium during the awards presentation, on the gala invitation, in the event program book, and on the *Moonlight & Roses* website

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A LA CARTE SPONSORSHIP ITEMS



SIGNATURE COCKTAIL

\$10,000

Sponsor the signature cocktail

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



SKYVIEW TENT DÉCOR

\$7,500

Sponsor the décor inside the iconic Skyview Tent, which includes floral arrangements, decorative lights, and table linens

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



ENTERTAINMENT

\$7,500

Sponsor the live band

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

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A LA CARTE SPONSORSHIP ITEMS



ROSE GARDEN LINENS

\$5,000

**Sponsor the beautiful petal
tablecloths in the Rose Garden**

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***

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***

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

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CORPORATE RESPONSE FORM

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:

- ☐ **LEAD** – \$25,000 (Goods/services: \$8,400)
- ☐ **PLATINUM** – \$10,000 (Goods/services: \$4,500)
- ☐ **GOLD** – \$7,500 (Goods/services: \$4,000)
- ☐ **SILVER** – \$5,000 (Goods/services: \$2,500)
- ☐ **BRONZE** – \$2,500 (Goods/services: \$1,100)

A LA CARTE ADDITIONS (No goods/services provided)

- ☐ ~~SKYVIEW TENT – \$30,000~~ **SOLD**
- ☐ **ROSE GARDEN RECEPTION** – \$25,000
- ☐ **HONOREE PRESENTATION** – \$25,000
- ☐ **SIGNATURE COCKTAIL** – \$10,000
- ☐ **SKYVIEW TENT DÉCOR** – \$7,500
- ☐ **ENTERTAINMENT** – \$7,500
- ☐ ~~ROSE GARDEN LINENS – \$5,000~~ **SOLD**
- ☐ ~~WINE – \$5,000~~ **SOLD**
- ☐ **BEER** – \$3,000

_____ 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 February 15, 2024 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 & GARDENS AND MAIL TO:

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