



Morris Arboretum
& Gardens

UNIVERSITY of PENNSYLVANIA

Moonlight & Roses

SPONSORSHIP MATERIALS



SPONSORSHIP

www.MorrisArboretumGala.org

EVENT DETAILS

Moonlight & Roses

JUNE 6, 2025 // 6:00PM – 8:30PM

Moonlight & Roses has been a landmark event in the Philadelphia region for four decades. Today, the event provides a beautiful forum in which to celebrate excellence and leadership in environmental stewardship. More than 450 guests attend the gala. This year, the event will begin with a cocktail reception in the Morris's stunning Rose Garden and continue with specialty food and drinks in several locations throughout the garden. 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.

INDIVIDUAL HONOREE:

ROB CARDILLO

Rob Cardillo has been photographing gardens, plants and the people that love them for almost thirty years. He has more than twenty-five books to his credit including *Private Edens*, *The Private Gardens of South Florida*, *The Art of Gardening at Chanticleer*, *The Layered Garden* and the forthcoming *Private Gardens of Philadelphia*. He is a founding partner of Blue Root Media, which produces *GROW*, the award-winning magazine of the Pennsylvania Horticulture Society. His work is also frequently seen in major garden publications and news outlets. Winner of numerous photography awards, he is also a member of the GardenComm Hall of Fame.

INSTITUTIONAL HONOREE:

EAGLES GO GREEN

The Eagles' Go Green program is an internationally recognized multi-operational action plan that incorporates green energy production, recycling and composting, reforestation, ocean conservation, emission reduction, and energy efficiency. The Eagles wear the color "green" with pride and are committed to serving as proud environmental stewards for the community. Lincoln Financial Field has been certified as a LEED Platinum stadium and was the first NFL stadium to install Reverse Vending Machines (RVMs), which are designed for beverage container recycling. The Eagles offset 100% of their team travel carbon emissions and, at home, head up local community clean-up programs.

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CORPORATE SPONSORSHIP LEVELS	DIAMOND \$25,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
GALA BENEFITS					
Tickets to Moonlight & Roses	20	14	12	10	4
Named sponsorship of the bars in the Rose Garden	✓				
Named sponsorship of the VIP Champagne Reception on <i>Out on a Limb</i>	✓				
VIP parking on the night of the gala for all your guests	✓	✓			
Entry to the VIP reception on the night of the gala for all your guests	✓	✓			
Logo placement on all print and online advertisements, along with eblasts	✓	✓			
Logo placement on event electronic save the date	✓	✓			
Company name in a post about the event on Facebook, Instagram, and LinkedIn (65,000+ followers)	✓	✓	✓	✓	
Ad in the electronic event program book	Full-page	Full-page	Full-page	Full-page	Half-page
Logo placement on signage at event	✓	✓	✓	✓	✓
Listed in Impact Report	Company Name	Company Name	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
ADDITIONAL BENEFITS					
Free three-hour facility rental of the Widener Visitor Center available Mondays-Thursdays during operating hours for up to 75 guests*	✓	✓			
Guest passes to the Morris	50	50	50	25	10
Discounted Morris membership offer of 10% off for company employees	✓	✓			
Tickets to a Member Preview Night in the spring	6	4	2		
Private guided tour of the Morris**	Up to 10 people	Up to 5 people	Up to 5 people	Up to 5 people	

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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.



HONOREE PRESENTATION

\$20,000

Sponsor the presentation of awards to the honorees

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



ROSE GARDEN SIGNATURE COCKTAIL

\$10,000

Sponsor the signature cocktail in the Rose Garden

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



GARDEN RAILWAY RECEPTION

\$10,000

Sponsor the new Garden Railway Reception where specialty drinks and food will be served

Name prominently displayed on signage at the entrance to Garden Railway, on the gala invitation, in the electronic event program book, and on the *Moonlight & Roses* website



PENNOCK GARDEN RECEPTION

\$10,000

Sponsor the new Pennock Garden Reception where specialty drinks and food will be served

Name prominently displayed on signage at the entrance to Pennock Garden, on the gala invitation, in the electronic event program book, and on the *Moonlight & Roses* website

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A LA CARTE SPONSORSHIP ITEMS

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TROLLEYS

\$7,500

Sponsor the iconic trolleys that shuttle guests from our lower parking lot to the gala

Name listed on signage at the event, on one window on each trolley, on gala invitation, in the electronic event program book, and on the *Moonlight & Roses* website



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 electronic event program book, and on the *Moonlight & Roses* website

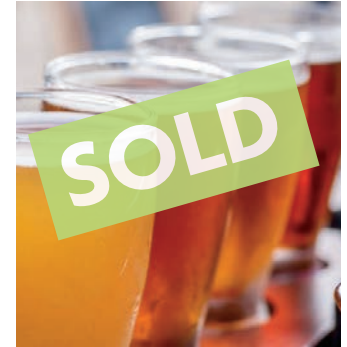


WINE **SOLD**

\$5,000

Sponsor the wine service in the Rose Garden

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



BEER **SOLD**

\$3,000

Sponsor the beer selection in the Rose Garden

Name listed on signage at the event, on the gala invitation, in the electronic 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:

- DIAMOND** – \$25,000 (Goods/services: \$9,252)
- PLATINUM** – \$10,000 (Goods/services: \$7,952)
- GOLD** – \$7,500 (Goods/services: \$4,050)
- SILVER** – \$5,000 (Goods/services: \$2,150)
- BRONZE** – \$2,500 (Goods/services: \$950)

A LA CARTE ADDITIONS (No goods/services provided)

- HONOREE PRESENTATION** – \$20,000
- ROSE GARDEN SIGNATURE COCKTAIL** – \$10,000
- ~~**PENNOCK GARDEN RECEPTION** – \$10,000~~ **SOLD**
- GARDEN RAILWAY RECEPTION** – \$10,000
- TROLLEYS** – \$7,500
- ROSE GARDEN LINENS** – \$5,000
- ~~**WINE** – \$5,000~~ **SOLD**
- ~~**BEER** – \$3,000~~ **SOLD**

_____ 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): _____

PLEASE MAKE YOUR CHECK PAYABLE TO MORRIS ARBORETUM & GARDENS AND MAIL TO:

Kristen Casalenuovo, *Moonlight & Roses* Event Manager
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