



Morris Arboretum  
& Gardens  
*UNIVERSITY of PENNSYLVANIA*

# Moonlight & Roses

JUNE | 5 | 2026

SPONSORSHIP MATERIALS





# SPONSORSHIP

[www.MorrisArboretumGala.org](http://www.MorrisArboretumGala.org)

## EVENT DETAILS

### Moonlight & Roses

JUNE 5, 2026

*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 include dinner in our signature tent, after which guests may explore our stunning Rose Garden, Pennock Flower Walk, and Garden Railway. For those who love dancing, guests can enjoy the new Dancing After Dark Reception. 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 offer more ways to position your brand. A la carte options can be purchased on their own or in addition to a general sponsorship.

## INDIVIDUAL HONOREE:

### ELLEN HASS

This year, we are delighted to honor Ellen Nalle Hass at *Moonlight & Roses* for her longtime support of the Morris. From her early days roaming the Wissahickon, Ellen's life has been driven by a reverence for nature. She lives by John Muir's mantra: "I go to nature to be soothed and healed, and to have my senses put in order." Ellen is a longtime neighbor and member, and served on the Board of Advisors for two decades. For six of those years, Ellen was the Board chair and provided strong and enduring leadership during a time of institutional transition. Professionally, she has worked at Conde Nast, Applause Magazine of WHYY, Springside Chestnut Hill Academy (SCH), and is now with Team Whetzel at Kurfiss Sotheby's real estate. She is a board member of Chanticleer Garden of Wayne, PA, the President of the Henrietta Tower Wurms Memorial Foundation, and a former board member of the Children's Aid Society and SCH. Ellen and her husband, Jay, enjoy visits from their three grown children, Charlotte, Johnny, and Robert, who grew up enjoying the beauty of, and learning from, the Morris Arboretum & Gardens.

Moonlight  
& Roses

## INSTITUTIONAL HONOREE:

### BARTLETT TREE EXPERTS

With more than 170 offices worldwide, Bartlett Tree Experts is dedicated to helping residential and commercial clients care for and preserve healthy, beautiful trees. For 119 years, the family-owned company has developed environmentally responsible products and championed sustainable tree care practices. Through its Legacy Tree Program, Bartlett Tree Experts provides tree seedlings for reforestation efforts and educates communities on proper tree care. The Bartlett Tree Research Laboratories, staffed by experts in plant pathology, entomology, and horticulture, support Bartlett Tree Experts' arborists with the latest scientific insights and innovations in arboriculture.



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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 main gala tent	✓				
VIP parking 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 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
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 \$15 off for company employees	✓	✓			
Tickets to a Member Preview Night in the spring	6	4	2		
Tickets to Holiday Garden Railway: Nighttime Express (response must be received by November 14, 2025 to receive this benefit)	Up to 6 people in one car	Up to 6 people in one car	Up to 4 people in one car		
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.



### MAIN GALA TENT

**\$30,000**

**Sponsor the main tent for the gala**

Name prominently displayed on signage at the tent, on the gala invitation, in the electronic program book, and on the *Moonlight & Roses* website



### HONOREE PRESENTATION

**\$20,000**

**Sponsor the honoree presentation**

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



### DANCING AFTER DARK RECEPTION

**\$10,000**

**Sponsor the Dancing After Dark Reception**

Name prominently displayed on signage at the tent, on the gala invitation, in the electronic program book, and on the *Moonlight & Roses* website



### SIGNATURE COCKTAIL

**\$10,000**

**Sponsor the signature cocktail served in the main gala tent**

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

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### PENNOCK GARDEN RECEPTION

**\$10,000**

**Sponsor the Pennock  
Garden Reception  
where specialty drinks  
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



### GARDEN RAILWAY RECEPTION

**\$10,000**

**Sponsor the Garden  
Railway Reception  
where specialty drinks  
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



### VIP RECEPTION

**\$7,500**

**Sponsor the VIP  
Reception**

Name prominently  
displayed on signage  
at the tent, on the  
gala invitation, in the  
electronic program book,  
and on the *Moonlight  
& Roses* website

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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 a window on each trolley, on gala invitation, in the electronic event program book, and on the *Moonlight & Roses* website



### WINE

**\$5,000**

**Sponsor the wine service at the event**

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



### BEER

**\$3,000**

**Sponsor the beer selection at the event**

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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## THANK YOU TO OUR JUNE 2025 SPONSORS

### LEAD SPONSOR

**Independence** 

### PLATINUM



**Morgan Lewis**



**Anna & Charles Woodward**

### AMENITY SPONSORS

#### Garden Railway Reception:

Good Morning Merry  
Sunshine Foundation

#### Trolley Shuttles:

Steve Gendler

#### Wine Selection:

Thomasina White &  
Anthony Nelson

#### Beer Selection:

TransPerfect

### GOLD

Reed Smith

### SILVER

Bank of America

Brandywine Realty Trust

The Haverford Trust Company

Health Advocate

McFarland-Shechtman Tree,  
Landscape, Hardscape & Turf

Penn Facilities & Real Estate

Penn Finance

Penn Office of the Executive  
Vice President

Roy DeCaro Jr., RBC Wealth  
Management

Springer Capital

WTW

### BRONZE

Allied Universal

Aramark

Blank Rome

CCI Consulting

Dennis F. Meyer Inc.

The Hill at Whitemarsh

John Milner Architects Inc.

Obermayer Rebmann  
Maxwell & Hippel LLP

RAS

Tork, an Essity Brand

TransPerfect

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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: \$8,252)
- ☐ **PLATINUM** – \$10,000 (Goods/services: \$7,218)
- ☐ **GOLD** – \$7,500 (Goods/services: \$3,450)
- ☐ **SILVER** – \$5,000 (Goods/services: \$2,650)
- ☐ **BRONZE** – \$2,500 (Goods/services: \$1,150)

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

- ☐ ~~MAIN GALA TENT~~ – \$30,000 **SOLD**
- ☐ **HONOREE PRESENTATION** – \$20,000
- ☐ ~~DANCING AFTER DARK RECEPTION~~ – \$10,000 **SOLD**
- ☐ **SIGNATURE COCKTAIL** – \$10,000
- ☐ **PENNOCK GARDEN RECEPTION** – \$10,000
- ☐ **GARDEN RAILWAY RECEPTION** – \$10,000
- ☐ **VIP RECEPTION** – \$7,500
- ☐ **TROLLEYS** – \$7,500
- ☐ ~~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): \_\_\_\_\_

**Response and payment must be received by February 13, 2026 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  
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Email: kcasal@upenn.edu

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& Roses**