



HOUSTON
ARBORETUM &
NATURE CENTER



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Deborah Markey

August 2021

Dear Arboretum Friend,

On Saturday, October 23, we will welcome eager families to our biggest event of the year, ArBOOretum. This outdoor festival is the perfect fall activity for families with children of all ages to interact with nature in a fun, spirited way. Taking full advantage of the Arboretum's spacious landscape, the event offers trick-or-treating along the shady trails, pumpkin decorating, spooky science experiments, a petting zoo and pony ride, and much more!

For almost two decades, ArBOOretum has been attracting families from all over Houston for a full day of outdoor Halloween fun, and all of this is made possible by our generous donors. Funds raised from the event support the Arboretum's mission of nature education and conservation and our growing audience of visitors who join us to walk our peaceful trails, participate in educational programs, and experience the joys of our new Nature Playscape.

As a donor, you will receive family passes for entry into ArBOOretum that can be used during the entirety of the event.

I hope you will consider joining us in offering ArBOOretum to the Houston community. Information about sponsorship opportunities and recognition is enclosed. Should you need additional information, please don't hesitate to contact Katie Campbell at kcampbell@houstonarboretum.org or via phone at 713-366-0372. Thank you so much for your continued support of the Arboretum.

Sincerely,

Deborah Markey
Executive Director



EVENT SPONSOR LEVELS AND BENEFITS



	Private Cool Down Area	Family Passes Valued at \$120 each	ArBOO T-Shirts with Corporate Logo	Entrance Banner Recognition	Free Family Pumpkin	Goodie Bag Merch Placement	Corporate Logo on Marketing Materials
Presenting \$15,000		100	50		100		
Supporting \$10,000		75	30		75		
General \$5,000		50	15		50		

SPONSORSHIPS BELOW INCLUDE RECOGNITION AT THE LOCATION OF THE ACTIVITY

Trick or Treat Trail \$2,500		25					
Halloween Market \$2,500		25					
Food Court \$2,500		25					
Pumpkin Decorating \$2,500		25					
Pony Ride \$1,500		10					
Petting Zoo \$1,500		10					
Science Show \$500		4					
Train \$500		4					
Discovery Room \$250							
Storytelling \$250							

EVENT SPONSOR LEVELS AND BENEFITS



Presenting Event Sponsor—\$15,000

- Private, tented area for your guests with tables and chairs provided
- 100 family passes for your staff and their families (\$12k value)
- Logo placement featured at Woodway and 610 Entrance banners, lobby signs, postcards, website, event program, and t-shirts worn by staff and volunteers
- 50 t-shirts for your staff
- Free pumpkin per family
- Recognition at Board of Directors meeting and special email blast to 15,600+ constituent list
- Opportunity to place information in event tote bag

Supporting Event Sponsor—\$10,000

- 75 family passes for your staff and their families (\$9k value)
- Logo placement featured at Woodway and 610 Entrance banners, lobby signs, postcards, website, event program, and t-shirts worn by staff and volunteers
- 30 t-shirts for your staff
- Free pumpkin per family
- Recognition at Board of Directors meeting and special email blast to 15,600+ constituent list
- Opportunity to place information in event tote bag

General Event Sponsor—\$5,000

- 50 family passes (\$6k value)
- 15 t-shirts for your staff
- Free pumpkin per family
- Logo placement: Event t-shirts worn by staff and volunteers, Woodway and 610 Entrance banners, lobby signs, postcards, website, event program
- Opportunity to place information in event tote bag

Trick or Treat Trail—\$2,500

- 25 family passes (\$3k value)
- Logo or name on Trick or Treat trailhead and at each station (8 total)
- Logo/name placement at activity and on marketing materials

Food Court—\$2,500

25 family passes (\$3k value)

- Logo/name placement at each table and on marketing materials

Halloween Market—\$2,500

- 25 family passes (\$3k value)
- Logo/name placement at market entrance and on marketing materials
- 2 free business-level booths

Pumpkin Decorating—\$2,500

- 25 family passes (\$3k value)
- Logo/name placement at activity and on marketing materials

Featured Activity Sponsor—\$1,500

Pony Ride, Petting Zoo, Rock Wall, Carnival Swings

- 10 family passes (\$1,200 value)
- Logo/name placement at activity and on marketing materials

Activity Sponsor—\$500

Train, or Wildlife Experience

- 4 family passes (\$480 value)
- Logo/name placement at activity and on marketing materials

Discovery Room or Storytelling Sponsor—\$250

Logo/name placement at activity and on marketing materials



EVENT DETAILS & MARKETING OUTREACH

- More than 4,000 attendees expected
- Primarily families with children ages 2-12
- Family passes and pumpkin for your staff and their families (number varies with level)
- Opportunity to include promotional materials in event tote bag received by trick or treat trail attendees
- Logo placement on t-shirt (some levels), event banners placed on Woodway Drive at 610 entrance (some levels), website, event signage, and program
- Event promoted via Arboretum Social Media (over 56,000 followers) and e-mail blast to more than 15,600 individuals





ARBOORETUM SPONSOR FORM

Company or Name _____

Street _____ City _____ Zip _____

Contact _____

Phone _____ Email _____

Level of Sponsorship

Presenting Event Sponsor—\$15,000

Supporting Event Sponsor—\$10,000

General Event Sponsor—\$5,000

Halloween Market Sponsor—\$2,500

Trick or Treat Trail Sponsor—\$2,500

Food Court Sponsor—\$2,500

Pumpkin Patch Sponsor—\$2,500

Featured Activity Sponsor—\$1,500

Activity Sponsor—\$500

- Rock Wall
- Carnival Swings

- Train
- Storytelling (\$250)

Method of Payment

Enclosed Check American Express Visa Master Card Discover

Credit Card # _____ Expiration _____

Name on Card _____ Security Code _____ Billing Zip Code _____

Amount to Charge \$ _____ Signature _____

Send Completed Form To:

Houston Arboretum & Nature Center
 Attn: Katie Campbell, Operations & Events Director
 4501 Woodway Drive, Houston, TX 77024
 kcampbell@houstonarboretum.org | 713-366-0372 (direct line & fax)