

HOUSTON ARBORETUM & NATURE CENTER



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Executive Director

Deborah Markey

Fall 2023

Dear Arboretum Friend,

On Saturday, October 14th, the Houston Arboretum & Nature Center 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 155 acres of beautiful outdoor habitat, the event offers trick-or-treating along shady trails, pumpkin decorating, animal encounters, festive hay rides, and much more!

For the past 20 years, ArBOOretum attracts families from all over Houston for a full day of outdoor Halloween fun, and all of this is made possible by our generous donors. As we continue to serve over 4,000 guests each year, support from our sponsors remains vital to the continued success of this beloved program. 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 make an important connection with the natural world.


























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

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 me at dmarkey@houstonarboretum.org or via phone at 713-366-0371. Thank you so much for your continued support of the Arboretum.

Sincerely,
Deborah Markey

Deborah Markey
Executive Director

EVENT SPONSOR LEVELS AND BENEFITS

	Private Cool Down Area	Family Passes Valued at \$150 each	ArBOO T-Shirts with Corporate Logo	Entrance Banner Recognition	Free Family Pumpkin	Goodie Bag Merch Placement	Corporate Logo on Marketing Materials
Presenting \$20,000		125	75		125		
Supporting \$15,000		100	50		100		
Contributing \$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					
Featured Activity \$1,500		10					
Shuttle \$1,500		10					
Volunteer Lunch \$1,000		8					
Activity \$500		4					
Songs & Storytelling \$250							



EVENT SPONSOR LEVELS AND BENEFITS

Presenting Event Sponsor—\$20,000

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- Private, tented area for your guests with tables and chairs provided
- 125 family passes for your staff and their families (\$18,750 value)
- Logo placement featured at Woodway and 610 Entrance banners, lobby signs, postcards, website, event program, and t-shirts worn by staff and volunteers
- 75 t-shirts for your staff
- Free pumpkin per family
- Recognition at Board of Directors meeting and special email blast to 18,600+ constituent list
- Opportunity to place information in event tote bag

Supporting Event Sponsor—\$15,000

ACT Pipe & Supply, Inc./Marilyn and Harry Kirk | Stellus Capital Management

- Private, tented area for your guests with tables and chairs provided
- 100 family passes for your staff and their families (\$15,000 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 18,600+ constituent list
- Opportunity to place information in event tote bag

Contributing Event Sponsor—\$10,000

- 75 family passes for your staff and their families (\$11,250 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 18,600+ constituent list
- Opportunity to place information in event tote bag

General Event Sponsor—\$5,000

- 50 family passes (\$7,500 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

Additional sponsorship levels continued on next page.



EVENT SPONSOR LEVELS AND BENEFITS

Trick or Treat Trail Sponsor—\$2,500

- 25 family passes (\$3,750 value)
- Logo or name on Trick or Treat trailhead and at each station (8 total)
- Logo/name placement at activity and on marketing materials
- Opportunity to place information in event tote bag

Food Court Sponsor—\$2,500

25 family passes (\$3,750 value)

- Logo/name placement at each table and on marketing materials
- Opportunity to place information in event tote bag

Pumpkin Decorating Sponsor—\$2,500

- 25 family passes (\$3,750 value)
- Logo/name placement at activity and on marketing materials
- Opportunity to place information in event tote bag

Halloween Market Sponsor—\$2,500

- 25 family passes (\$3,750 value)
- Logo/name placement at market entrance and on marketing materials
- 2 free business-level booths
- Opportunity to place information in event tote bag

Featured Activity Sponsor—\$1,500

Halloween Hay Ride, Falcon Flight Presentation, Carnival Swings

- 10 family passes (\$1,500 value)
- Logo/name placement at activity and on marketing materials

Shuttle Sponsor—\$1,500

Platinum Parking

- 10 family passes (\$1,500 value)
- Logo/name placement at shuttle pick up and drop off location (all guests required to use shuttles), on shuttle itself, and on marketing materials

Volunteer Lunch Sponsor—\$1,000

- 8 family passes (\$1,200 value)
- Logo/name placement at lunch and in recruitment materials for 200+ corporate and group volunteers

Activity Sponsor—\$500

Train, Facepainting, or Wildlife Experience

- 4 family passes (\$600 value)
- Logo/name placement at activity and on marketing materials

Songs and 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 67,000 followers) and e-mail blast to more than 18,600 individuals





ARBOORETUM SPONSOR FORM

Company or Name _____

Street _____ City _____ Zip _____

Contact _____

Phone _____ Email _____

Level of Sponsorship

☒ Presenting Event Sponsor—\$20,000

☐ Supporting Event Sponsor—\$15,000

☐ Contributing Event Sponsor—\$10,000

☐ General Event Sponsor—\$5,000

☐ Trick or Treat Trail Sponsor—\$2,500

☐ Food Court Sponsor—\$2,500

☐ Halloween Market Sponsor—\$2,500

☐ Pumpkin Decorating Sponsor—\$2,500

☐ Shuttle Sponsor—\$1,500

☐ Featured Activity Sponsor—\$1,500

☐ Volunteer Lunch Sponsor—\$1,000

- ☐ Halloween Hay Ride
- ☐ Falcon Flight Presentation
- ☐ Carnival Swings

☐ Activity Sponsor—\$500

- ☐ Train
- ☐ Facepainting
- ☐ Wildlife Experience
- ☐ Songs & Storytelling (\$250)

Method of Payment

☐ Enclosed Check ☐ Online Payment (payment link will be emailed upon receipt)

☐ 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: Chasmine Anderson, Special Events Manager
4501 Woodway Drive, Houston, TX 77024
OR email form to
canderson@houstonarboretum.org | 713-366-0372