

Yes! I would like to sponsor a 2011 event/activity at Lakewold Gardens.

**\$100**

- Mayfest
- Summer Nights
- Beautiful Tables Showcase
- Classes & Education
- In Kind Services
- The Strategic Garden

**\$250**

- Mayfest
- Summer Nights
- Beautiful Tables Showcase
- Classes & Education
- In Kind Services
- The Strategic Garden

**\$500**

- Mayfest
- Summer Nights
- Beautiful Tables Showcase
- Classes & Education
- In Kind Services
- The Strategic Garden

**\$1000+**

- Mayfest
- Summer Nights
- Beautiful Tables Showcase
- Classes & Education
- In Kind Services
- The Strategic Garden

Business Name/Name \_\_\_\_\_

Sponsorship Contact \_\_\_\_\_

Email Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

Website \_\_\_\_\_

Upon receipt of this form, you will be contacted to discuss promotion of your sponsorship. Please select from the payment methods listed below:

- Check enclosed
- Please charge my credit card:  
 \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_
- Please invoice me.  
 Payment will be made no later than \_\_\_\_\_
- We opted to sponsor Lakewold with \$ \_\_\_\_\_  
 in services. Please contact us to discuss details.

*Please return this form to:*

Lakewold Gardens, Attn: Stephanie Walsh  
 P. O. Box 39780, Lakewood, WA 98496-3780  
 253-584-4106 ext. 102

*Thank you for supporting Lakewold Gardens.*

*We appreciate our sponsors partnering with us to preserve and enhance Lakewold Gardens as a historic estate garden of world class distinction, offering each visitor an inspirational experience through growth and learning in a profoundly unique setting.*



**Blitz & Co  
Florist**



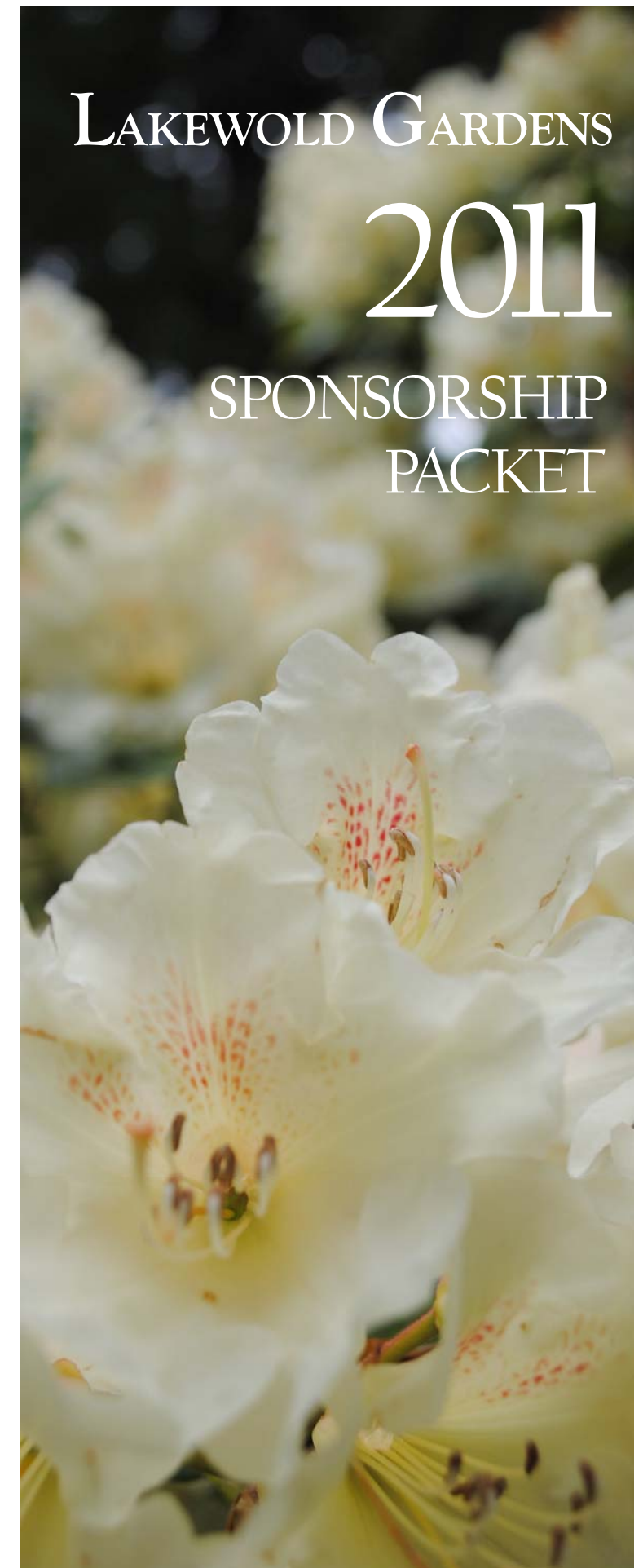
**Vail, Cross & Associates**



**V A L E T  
P A R K I N G  
S Y S T E M S**



*Many thanks to our 2010 sponsors!*



## Partnering with Lakewold



Located in Lakewood, Washington, Lakewold offers landscape architecture by Thomas Church surrounded by rare and native plants, State Champion trees, over 900 rhododendrons, 30 Japanese maples and stunning statuary. A Washington State historic landmark, Lakewold's Georgian-style mansion and historic architecture complete the 10 acres where visitors can step back in time to an elegant past or enjoy a relaxing moment to contemplate the future.

But, what does this really mean to you? By sponsoring an event or other opportunity at Lakewold in 2011, you are recognizing the importance of conserving 10 acres of open space within our growing communities. You are nodding approval at a historic landmark with preservation as a goal. You are recognizing the importance of education and horticulture. You value this place where all are welcome to discover their own inspirational experience. Thank you for your investment and recognizing a good business opportunity for partnership.



A true partnership ensures that the goals of all involved are met. Both sides are pleased with the results that ensue from hard work and collaboration. At Lakewold, partner investments mean a lot to us. With economic conditions being what they are, we work hard to promote our partners. Here's our statistics:



- Over 7,500 visitors per year pay admission to see the gardens. 79% of those visitors reside within Washington State with the majority coming from Pierce, King, Kitsap, Thurston, and Snohomish counties.



- Lakewold has over 750 members with most residing in the greater Pierce County area. Members receive our newsletter, *Pathways*, on a quarterly basis.



- Lakewold is regularly featured on television shows and through media articles.

- Over 4,000 people per year visit Lakewold for weddings, special events, and other occasions.



- Lakewold's e-blast database contains 961 names. E-blast newsletters are sent approximately 12-14 times per year.

- Our website, [www.lakewoldgardens.org](http://www.lakewoldgardens.org) averages 2,300 unique website visitors per month.

We get around! And, in doing so, promote our partners at every opportunity. Please take some time to review the 2011 Lakewold sponsorship packet. We pride ourselves on flexibility. If you have an idea for a partnership opportunity that is not listed within this packet, please phone Stephanie Walsh at 253-584-4106, x102 or contact by email at [swalsh@lakewoldgardens.org](mailto:swalsh@lakewoldgardens.org).

*We look forward to hearing from you!*

Lakewold Gardens is a 501(c) 3 nonprofit organization seeking to serve the horticultural, educational, recreational, cultural, and environmental interests of the community.

## Signature Events

The following signature Lakewold events are each available for sponsorship at the levels indicated below. Feel free to invest at the multi-event level which can be done on the sponsorship form located within this packet.



Mayfest celebrates Lakewold's spectacular spring season bloom with membership specials and art and floral displays in the Wagner House, culminating to the most visited day of the year with a grand Mother's Day Brunch. Partnering with local arts and cultural organizations, Lakewold presents a unique weeklong experience for garden and art lovers, outdoor enthusiasts, and those desiring a grand introduction to the garden. Last year, publicity included paid advertising in The News Tribune along with announcements in 20+ other media resources. Over 800 people attended Mayfest, with an additional 450 guests joining us on Mother's Day. Press release coverage is at its peak as Lakewold welcomes many new members to the gardens.



Summer Nights were created so the community could enjoy Lakewold during our beautiful northwest evenings. Sponsorship of Summer Nights allows us to keep our gates open during these expanded hours on Wednesday nights in July and August. Publicity for this event includes consistent paid advertising in The News Tribune through the summer, along with numerous admission hours postings in 20+ other media resources. As families enjoy sunset picnics overlooking Gravelly Lake, your investment ensures the continuation of this special time of year.

## Beautiful Tables Showcase

*Celebrating the art of entertaining.*

Thirteen years running, this holiday kick off event grows each year with new decorators, activities, and lots of visitors from around the greater Puget Sound area. The gardens are a bounty of color as the Wagner House is decked out in table settings for the public to enjoy. A members-only preview party and membership specials complete the 4-day event that brings over 500 people to the gardens.

## Levels

- \$100 Sponsor receives recognition in event program
- \$250 Sponsor receives recognition in event programs, and in Lakewold quarterly and e-newsletters, serving several thousand people per year.
- \$500 Sponsors receive all of the above, plus sign recognition at the event and logo inclusion on all paid advertising mediums.
- \$1000+ Sponsors receive all of the above, plus banner recognition and entry tickets to event.

## Special Opportunities

The following activities and special opportunities present a unique opportunity for you. With each investment on this panel, we offer alternatives to the more traditional sponsorship packages offered with our signature events. Please consider investing in one of the following ways. You will be contacted to discuss benefits specifically geared towards you and the needs of your company.

### Classes & Education

Education and environmental awareness mark one of Lakewold's core values. Each year we develop a series of classes that engage the public in hands-on learning, along with education for both novice and seasoned gardeners. Our horticulture internships are popular amongst area community colleges and an upcoming expansion of our speaker's bureau will include partnerships with NW Perennial Alliance. With expansion of public outreach as our primary goal, we welcome your investment in education at Lakewold.



### In Kind Services

We love to be flexible at Lakewold! If you would like to sponsor an activity that is not listed here, or can provide other services in exchange for sponsorship, we would love to partner with you. Numerous ideas are listed below and we welcome your own addition. All donations are greatly appreciated.

- |   |  |
|---|--|
| <input type="checkbox"/> PRINTING           | <input type="checkbox"/> CATERING            |
| <input type="checkbox"/> FLORAL             | <input type="checkbox"/> PLANT MATERIAL      |
| <input type="checkbox"/> LANDSCAPE SUPPLIES | <input type="checkbox"/> JANITORIAL SUPPLIES |
| <input type="checkbox"/> RENTALS            | <input type="checkbox"/> OTHER _____         |

### The Strategic Garden

Each year, Lakewold prioritizes project development within the realm of horticulture, preservation, and visitor experience enhancement. If there is an area of the garden that you are passionate about, please check one or more of the boxes below or add others that interest you. We welcome your investment that will be used as a restricted sponsorship.



This list represents a few Strategic plan priorities for 2011:

- VISITOR ACCESSIBILITY IMPROVEMENTS
- PARTERRE BED DISPLAY IMPROVEMENTS
- CONFERENCE ROOM UPGRADES
- GARDEN EQUIPMENT PURCHASES
- OTHER \_\_\_\_\_

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