



## **Glen Echo Park Partnership for Arts & Culture**

Carousel Anniversary Sponsorship Packages





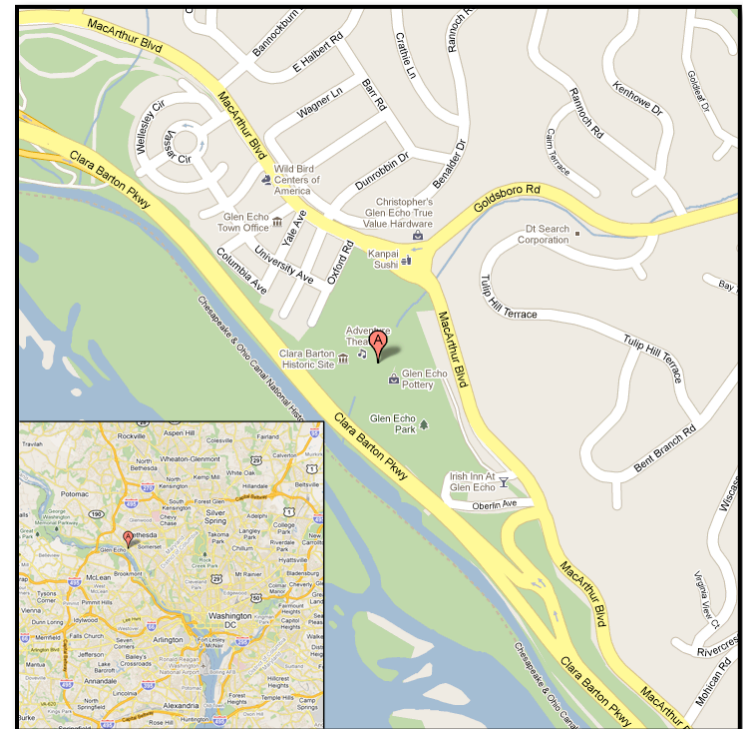
# Glen Echo Park: Serving the Community



The Glen Echo Park Partnership for Arts and Culture's mission is to present vibrant artistic, cultural and educational offerings at Glen Echo Park and to promote the Park as a unique destination for the region's diverse population.

Located adjacent to Bethesda, the Park's visitors and participants come primarily from Montgomery County and Northwest DC, but also from throughout the broader region, including Frederick, Baltimore, all of DC, and Northern Virginia. Typically, annual visitation is approximately 370,000 people.

Celebrate the 100<sup>th</sup> anniversary of the Park's Dentzel Carousel and help ensure that one of the area's finest cultural resources can continue to serve the broader community.





# Dentzel Carousel: 100 Years at Glen Echo Park



Listed on the **National Register of Historic Places**, the Carousel was installed at Glen Echo Park in 1921 during the Golden Age of Carousels. The canopy and carved animals were made by the **Dentzel Carousel Company** of Germantown, Pennsylvania.

Carousels hold cultural value as cherished family attractions. As the central feature of our former amusement park, the Carousel enabled families to come together and reflected the changing culture of the surrounding communities and America. From pre-WWII, the 1950s, the Civil Rights era, and the closure of the amusement park, to the establishment of the Park as a community arts center, the Carousel has been enjoyed by a changing population for 100 years.

Our Dentzel Carousel is one of only 135 historic wooden merry-go-rounds still operating across the country and one of the few still in its original location.



# The Carousel Today

Recognized by the Maryland State Arts Council with the **2021 Heritage Award**, the Carousel features prominently in the Park's annual family festivals, including Carousel Day to celebrate opening day, the Washington Folk Festival, and Then & Wow to mark the last day of the season.

The Carousel complements the Park's family programming, including children's theater and puppetry, arts classes and summer camps, and environmental programs.

Each year, the Carousel attracts over 50,000 area residents and tourists, many with diverse backgrounds and multi-generational groups that include grandparents, parents, and children.

Major restoration and repair work completed in 2020 - including replacing the roof and repainting the exterior of the Carousel building - will ensure that this historic treasure will delight riders of all ages for many more years to come.







# Carousel Anniversary Celebration

## **Carousel Day - Opening Day on May 1**

*Ribbon-cutting event with elected officials, ceremonial first ride, and free activities*

## **Virtual Lecture Series**

*Featuring experts on conservation, Civil Rights history, and band organ music presented with Montgomery History*

## **Social Media Campaigns**

*Promotion, contests, and online events*

## **Oral History Video Project**

*Carousel memories from the public presented with Story Tapestries*

## **Family Weekends**

*Free activities on select weekends throughout the season*

## **Carousel Art Exhibition - May 1-30**

*In the Popcorn and Stone Tower Galleries*

## **Then & Wow - Closing Day on September 26**

*Free family festival with performances, hands-on art activities, art demonstrations, etc.*





# Sponsorship Offers Many Benefits

*Sponsorship packages start at \$1,000,  
with Lead Horse Sponsor at \$10,000.*

## Logo Recognition and Visibility

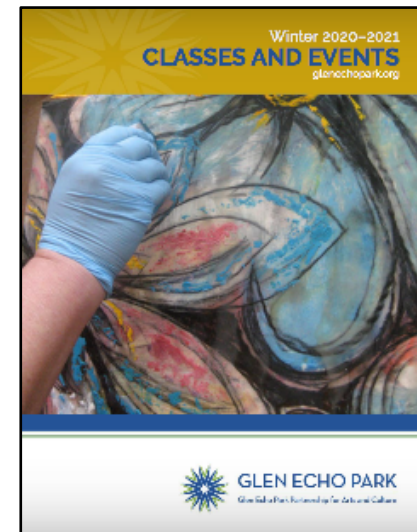
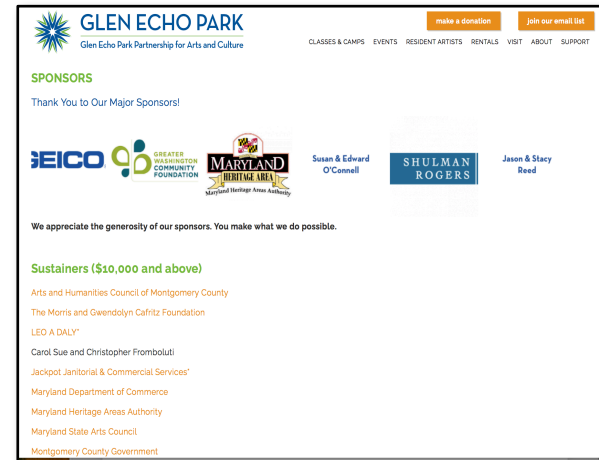
- Website homepage and event pages
- Email and social media promotion
- Printed commemorative Carousel tickets
- Press release and visibility during events

## Exclusive On-Site Sponsor Experiences

- Reserved Tickets to Ride the Carousel
- Behind the Scenes Carousel Tour
- Individual Gourmet Picnic Meals
- Group Hands-on Art or Craft Activity
- Professional Photo on the Carousel
- Carousel Posters, T-Shirts, or Tote Bags

## Service to the Community

- Provide free Carousel tickets for low-income youth/families and support Carousel preservation





# Sponsorship Packages

<b>SPONSORSHIP LEVELS:</b>	<b>Chariot Sponsor \$1, 000</b>	<b>Prancing Horse Sponsor \$2,500</b>	<b>Jumping Horse Sponsor \$5,000</b>	<b>Lead Horse Sponsor \$10,000</b>
<b>Electronic Recognition</b>				
Website homepage and Carousel webpage (20,000 visits/month)	logo + link	logo + link	logo + link	logo + link
Email Promotion (master list of over 15,000 individuals)	logo + link	logo + link	logo + link	logo + link
Social Media: Facebook (10,000+ followers), Twitter, and Instagram	dedicated posts with logo + link + tag	dedicated posts with logo + link + tag	dedicated posts with logo + link + tag	dedicated posts with logo + link + tag
Digital Classes & Events Catalog (35,000 impressions)	logo + link	logo + link	logo + link + ad	logo + link + ad
<b>Printed Recognition</b>				
Commemorative Carousel Ticket	listing on back	listing on back	logo on back	logo on back
Carousel History Brochure (5000 printed + available online)	logo	logo	logo	logo
Press Release	listing	listing	listing + dedicated press release	listing + dedicated press release
Signage during Carousel Exhibition (May 1-30)	listing	logo	logo	logo
Donor Signage at the Park with link to Carousel webpage	logo	logo	logo	logo
Carousel Staff Shirts for the 2021 Season (May-September)	logo	logo	logo	logo
Annual Report	listing + logo	listing + logo	listing + logo + feature article	listing + logo + feature article
<b>Recognition &amp; Visibility</b>				
Carousel Day Opening Ceremony with Elected Officials and Ceremonial First Ride (May 1)	yes	yes	remarks by corporate executive	remarks by corporate executive
Virtual Lectures (4 events; during introduction & in video credits)	yes	yes	yes	yes
Oral History Video (recognition in video credits)	yes	yes	yes	yes
Four Family Weekends Events throughout the season	yes	yes	yes	yes
Then & Wow - Closing Day of Carousel Season (Sept 26)	yes	yes	yes	yes
<b>Benefits During Exclusive On-Site Sponsor Experiences</b>				
Reserved Carousel Tickets with Commemorative Anniversary Ticket	8	20	35	50
Group Hands-On Art or Craft Activity*	8	20	35	50
Individual Gourmet Picnic Meals	8	20	35	50
Choice of Carousel Anniversary T-Shirt, Signed Poster, or Tote Bag	1	2	4	10
Professional Photo on the Carousel	yes	yes	yes	yes
Behind the Scenes Carousel Tour			6 participants	10 participants
<b>Service to the Community</b>	<b>A portion of each sponsorship will support Carousel preservation and provide free Carousel tickets for low-income youth/family members.</b>			



# Hands-On Art Activity Options

## Children's Activity

- Carousel art/craft with instructor and all supplies

## Family Activity

- Artist-led painting or ceramic project

## Adult Activity

- Artist-led painting project

## Additional Options

- Reserve daytime or evening time slots for Carousel rides
- Purchase additional Carousel T-Shirts, Posters, or Tote Bags
- Purchase additional Carousel tickets



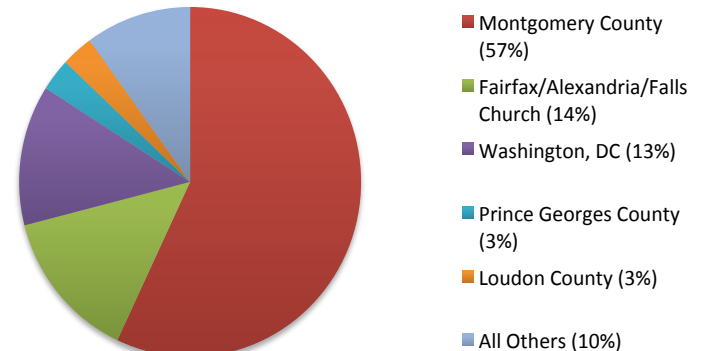




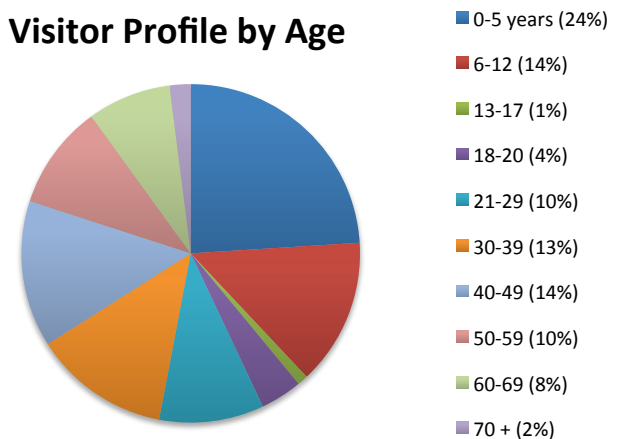
# Glen Echo Park Overview

- Glen Echo Park is a former amusement park that is now an arts community serving over 370,000 visitors annually.
- Established in 2002, the Glen Echo Park Partnership is a nonprofit organization that manages the Park's arts and cultural programs and historic facilities.
- Although we are located in a National Park, the Partnership is not federally funded.

**Visitor Profile by Residence**



**Visitor Profile by Age**





# In the Media

- **WUSA9 Washington**, September 1, 2019: “Labor Day Art Show at Glen Echo Park”



WUSA9



LIVE VIDEO



**WUSA Live newscast**

WUSA9's live coverage.

- **Washingtonian**, February 11, 2019: “Want to Learn How to Knit, Build a Table, or Make an Impressive Dish? Here are 5 Classes Around DC You Should Try This Winter”
- **DC Military Magazine**, July 26, 2018: “August and September Calendar: Celebrating the Waning Days of Summer” (Summer Concert Series)

- **The Washington Post**, April 25, 2019:

Going Out Guide

18 things to do in the D.C. area this weekend



- **MetroWeekly**, June 21, 2019: “Montgomery County Councilmember Evan Glass hosts LGBTQ Family Day on June 23 - Openly gay councilmember brings first-of-its kind, family-friendly Pride event to Glen Echo Park”





# Contact Information

## Key Staff Members

7300 MacArthur Boulevard, Glen Echo, MD 20812  
[www.glenechopark.org](http://www.glenechopark.org)

Katey Boerner, Executive Director  
[kboerner@glenechopark.org](mailto:kboerner@glenechopark.org) | 301-634-2225

Debbie Mueller, Director of Development  
[dmueller@glenechopark.org](mailto:dmueller@glenechopark.org) | 301-634-2230

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Les Mardiks  
General Counsel, ELZE Law PLLC

Mara Mayor  
Former Director, The Smithsonian  
Associates

Neeraj Mistry  
Managing Director, Global  
Network for Neglected Tropical  
Disease, Sabin Vaccine Institute

Martha Morris  
Associate Professor Emerita,  
Museum Studies Program, George  
Washington University (retired)

Samir Paul  
Graduate Student

Willem Polak  
Mayor, Town of Glen Echo  
Former Owner, Potomac  
Riverboat Company

Ana Rasmussen  
Former Congressional Staffer  
(retired)

Irena Savakova  
Vice President & Director of  
Design, Leo A Daly

Frankie Stankovic  
Co-Owner, Art and Cement  
Construction, LLC

Susan Stern  
Former Elementary Grades  
Director, Washington Episcopal  
School (retired)

Mr. Mike Zangwill  
Bannockburn Civic Association  
President, Mike Zang Design