

2024 Sponsorship Opportunities



top: summer concerts; middle: art exhibition; bottom: social dance during Labor Day Art Show



GLEN ECHO PARK

Glen Echo Park Partnership for Arts and Culture



About Glen Echo Park

Glen Echo Park is one of the finest cultural resources in the Washington, DC area.

The Park is home to 13 resident artists & organizations, including two award-winning children's theaters; a nature & aquatic life program for kids; a thriving social dance program; a restored 1921 Dentzel Carousel; numerous art studios and galleries; and hundreds of classes in visual & performing arts, including ceramics, painting, photography, glass, music, dance, and more. These activities, as well as free summer concerts, festivals, and special events bring thousands of visitors to the Park each year.

Glen Echo Park is managed by the Glen Echo Park Partnership for Arts and Culture.

Event Sponsorships at Glen Echo Park

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.

Each year the Glen Echo Park Partnership celebrates the arts through several FREE public events. These special events attract diverse audiences of all ages who experience dance and music performances, exhibitions, hands-on art making workshops, studio visits, and much more.

Join our events as a sponsor to help underwrite the expenses of festivals, events, exhibitions, performances, and other free programs for the public. We offer generous print, digital and social media visibility opportunities for all sponsors and supporters of our programs. The Park's larger festivals are attended by 3,000+ people per day, and our marketing reach is 20,000+ local individuals.



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2024 Calendar of Events



April 27: Carousel Day

3,000+ attendees



May 18: Annual Gala

350+ attendees



May- Aug 2023: Art Walk (monthly)

attendance varies



May & October 2023: Outdoor Art Marketplace

attendance varies



June 1-2: Washington Folk Festival

7,000+ attendees



June - August 2024: Summer Concerts (weekly)

averaging 200+ attendees per concert



August 30 - Sep 2: Labor Day Art Show

and Social Dance Showcase (6-7,000 attendees)



September 29: Echo Arts Festival

2,000+ attendees



October 26: Fall Frolic

700+ attendees



November - December: Light Up the Holidays



December 7: Winter's Eve

900+ attendees



PLATINUM SPONSOR \$7,500

5 Events Available

Exclusive Overall Sponsorship of a major Annual Event (Carousel Day, Summer Concerts, Labor Day Art Show, Echo Arts Festival, Light Up the Holidays)

- Prominent logo or ad placement in all marketing materials and opportunities:
 - Park Signage before and during the event
 - Email marketing (20,000+ people) leading up to the event
 - Print recognition on marketing rack cards and event programs
 - Social media recognition
 - Website recognition on a Homepage Banner and relevant webpages
 - Banner recognition, as possible
 - Media release recognition, as possible (deadlines apply)
 - Annual Report and Class Catalog for 2023-24
- Stage announcements and recognition
- \$500 Facility Rental credit
- 30 Carousel tickets

GOLD SPONSOR \$5,000

5 Events Available

Overall Sponsorship of a major Annual Event (Carousel Day, Summer Concerts, Labor Day Art Show, Echo Arts Festival, Light Up the Holidays)

- Name/Logo placement in marketing materials and opportunities:
 - Park Signage before and during the event
 - Email marketing (20,000+ people) leading up to the event
 - Print recognition on marketing rack cards and event programs
 - Social media recognition
 - Website recognition on relevant webpages
 - Media release recognition, as possible (deadlines apply)
 - Annual Report and Class Catalog for 2023-24
- Stage announcements and recognition
- \$250 Facility Rental credit
- 25 Carousel tickets

SILVER SPONSOR \$2,500

unlimited

Sponsor individual exhibitions, summer concerts, Art Walks, or smaller annual events

- Name/Logo placement in marketing materials and opportunities:
 - Park Signage before and during the event
 - Email marketing (20,000+ people) leading up to the event
 - Print recognition on marketing rack cards and event programs
 - Social media recognition
 - Website recognition on relevant webpages
 - Annual Report and Class Catalog for 2023-24
- Stage announcements and recognition
- \$150 Facility Rental credit
- 20 Carousel tickets

BRONZE SPONSOR \$1,000

unlimited

Sponsor individual exhibitions, summer concerts, Art Walks, or smaller annual events

- Name placement in marketing materials:
 - Park Signage before and during the event
 - Email marketing (20,000+ people) leading up to the event
 - Website recognition on relevant webpages
 - Annual Report and Class Catalog for 2023-24
- \$75 Facility Rental Credit
- 10 Carousel tickets



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Sponsorship Commitment Form

I/we would like to sponsor _____ event:

- ☐ Platinum Sponsor\$7,500
- ☐ Gold Sponsor.....\$5,000
- ☐ Silver Sponsor.....\$2,500
- ☐ Bronze Sponsor.....\$1,000

CONTACT INFORMATION

Contact Name _____

Company Name _____
(how it should be listed in printed materials)

Address _____

City/State/Zip _____

Phone _____ Email _____

PAYMENT INFORMATION

☐ Send Invoice ☐ Check (payable to GEPPAC) ☐ Credit Card: glenechopark.org/donate

Return this form to Jilna Kothary, Director of Development:

Email: jkothary@glenechopark.org

Mail:

Glen Echo Park Partnership for Arts and Culture
7300 MacArthur Blvd,
Glen Echo, MD 20812