

# 28th Annual Gardeners' Fair

## Sponsorship Opportunities



For information contact:

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*Programs Director*

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*502-897-9845 ex. 110*



# Why Sponsor Gardeners' Fair?

**Locust Grove's Mission:** We preserve and interpret the historic landscape and buildings of Locust Grove, the final home of Louisville's founder George Rogers Clark, and tell the stories of all the individuals who lived and worked here, both free and enslaved, cultivating a deeper understanding of the present through a richer understanding of the past.

Hello,

Discover the profound impact your sponsorship can make on our 28th Annual Gardeners' Fair. Your generous support not only contributes to the success of our event but also plays a vital role in supporting local artists and small businesses, funding exciting STEM education programs, and advancing our mission to tell the stories of all who lived at Locust Grove. Your sponsorship enables us to expand our reach to a broader audience, providing essential resources and lasting memories for our visitors.

By becoming a sponsor, you join us in fostering community engagement, promoting Kentucky heritage, and supporting local businesses. Your partnership strengthens our event and demonstrates to the community your commitment to diversity, education, and sustainability.

We invite you to explore the various sponsorship opportunities available and consider joining us to make a meaningful difference, whether you are looking for marketing exposure, business development opportunities, meeting corporate philanthropy goals, or a combination of these objectives. Your support is invaluable and greatly appreciated. Thank you for considering sponsorship with Locust Grove, where every contribution helps us cultivate a richer community.

🙏 (Thank you)



**Raina Melvin**

Comanche Nation  
Program Director

# 2024 Gardeners' Fair Information

**Learn more about the impact your sponsorship has on creating this premier community event.**

Immerse your brand in the vibrant world of horticulture by becoming a sponsor of the 2024 Gardeners' Fair at Locust Grove on May 11-12. As a sponsor, you'll have the unique opportunity to showcase your products or services to thousands of passionate garden enthusiasts and families. With over 4,000 visitors expected, your brand will receive significant exposure throughout the event. From landscapers and nurseries to artisans and conservation organizations, the Gardeners' Fair attracts a diverse range of participants, providing ample networking opportunities. Don't miss this chance to align your brand with one of the most exciting events of the year and support Locust Grove's mission of education and preservation.

Our comprehensive marketing plan includes targeted social media campaigns, email newsletters, and local press coverage, ensuring maximum visibility for our sponsors.

Organizations may sponsor or co-sponsor the following items and/or components of the Gardeners' Fair:

- Presenting Sponsor - \$5,000 (includes all Presenting-level benefits)
- Gold Sponsor - \$2,500 (includes all Gold-level benefits)
- Silver Sponsor - \$1,000 (includes all Silver-level benefits)
- Bronze Sponsor - \$500 (includes all Bronze-level benefits)
- Friend Sponsor - \$250 (includes all Friend-level benefits)



# How would you like to Sponsor?

There are various sponsorship opportunities available to support Locust Grove. Depending on your organization's visibility goals, you can select from a range of participation options.

## Overall Corporate Sponsorship

A corporate sponsorship with Locust Grove is a unique opportunity for your organization to align with our mission of historical preservation, education, and community enrichment. By becoming a sponsor, your company can enjoy exclusive benefits and recognition tailored to your goals and preferences. From brand exposure at our events to customized marketing opportunities, corporate sponsorship offers a powerful way to showcase your commitment to the community while gaining valuable visibility and support for your brand.

## Sponsorship of Specific items or Event Components

As a sponsor of a specific item or event component of the 28th Annual Gardeners' Fair, you are placing your company logo in front of 4,000 event attendees in a unique and long-lasting way.

## In-Kind Sponsorship

By donating items that Locust Grove would normally purchase to stage and event, you are boosting our fundraising effort, enabling us to put more funding back into our facilities and programs. Here is a partial list of items that would qualify. If you can provide something on this list, let us know!

- Staff/Vendor Breakfast
- Water, dispensers, cups
- Ice
- Printing
- Garden Tea rentals
- Shuttle Service



# 2024 Gardeners' Fair Sponsorship Levels

Learn more about the impact your sponsorship has on this premier community event.

Reach out to us about your marketing and business development needs, and how LG's audiences overlaps with yours!	\$5,000+ Presenting	\$2,500+ Gold	\$1,000+ Silver	\$500+ Bronze	\$250+ Friend
Premiere recognition (name/logo on printed material)	X				
10% off on Facility Rental	X				
Photo opportunity with Museum president and CEO receiving your check at your business or Locust Grove.	X	X			
Name or Logo listed on Event banner*	X	X	X		
10X10 booth space at event (based on availability)	X	X	X		
Recognition on Event Signage	X	X	X	X	
Name or logo listed in advertisement	X	X	X	X	X
Recognition as a sponsor on Locust Grove website and Lobby digital signage	X	X	X	X	X
Recognition in Annual Report	X	X	X	X	X
One-time guest passes for employees or clients to LG events.	50	30	20	10	5
One-time complimentary tour passes**	8	6	4	2	2

\*Due to printing deadlines, any sponsorships received after April 12th may not be listed on the banner. Sponsors will be listed on all other promotional items according to their individual levels.

\*\*Tours will be available during Locust Grove's open months (March-December)

# 2024 Gardeners' Fair Marketing Plan

Learn more about the impact your sponsorship has on  
this premier community event.

## Marketing Channels

Marketing campaigns for Gardeners' Fair utilize a wide range of local and regional print, television, radio, digital, social media, email advertisements, and public relations.

Locust Grove has excellent relationships with media outlets in the Louisville Metro and subscribes to a media database of local and regional journalists to ensure information about the event reaches the most appropriate audiences.

Locust Grove's website receives over 100,000 visitors annually, and e-newsletters are distributed to 8,500+ active subscribers at least three times a month. Locust Grove has 11,000+ followers on Facebook and 4,000+ on Instagram. In exciting news, Locust Grove will be launching its brand-new website built by Landslide Creative, which will allow us to reach all new audiences.

## Extensive Reach

- Radio, print, digital, and television advertising
- Museum e-blasts
- Locust Grove website
- Digital banner ads with Loutoday, Leoweekly
- Local and regional media partnerships with WLKY, WDRB, WAVE, Louisville Public Media (WFPL, WFPK, and WUOL), and Louisville Tourism.
- Paid and organic promotion across Facebook and Instagram.



89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR





## SPONSORSHIP AGREEMENT

Thank you for your support of Historic Locust Grove, a non-profit organization that serves to preserve and interpret the historic landscape and buildings of Locust Grove and tell the stories of all the people who lived and worked here.

### CONTACT INFORMATION

NAME/COMPANY NAME

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PRIMARY CONTACT

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ADDRESS

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CITY

STATE

ZIP

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PHONE

EMAIL

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Payment Type Enclosed:

CHECK

CREDIT CARD

CC#

EXP. DATE:

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SIGNATURE

DATE

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### WE HAVE MANY DIFFERENT OPTIONS FOR SUPPORTING HISTORIC LOCUST GROVE AS A SPONSOR

**Please choose how you would like to support Locust Grove:**

**Sponsor Levels:** (Please circle)

PRESENTING SPONSOR **\$5,000+**

GOLD SPONSOR **\$2,500+**

SILVER SPONSOR **\$1,000+**

BRONZE SPONSOR **\$500+**

FRIEND SPONSOR **\$250+**

Make checks payable to: Historic Locust Grove

Historic Locust Grove is a tax-exempt 501(c)(3) organization. Your gift is tax deductible to the extent allowed by law.

**Historic Locust Grove 561 Blankenbaker Ln Louisville, KY 40207 • 502.897.9845 [www.locustgrove.org](http://www.locustgrove.org)**