

# 2024

## Sponsorship Opportunities

For information contact:

***Raina Melvin***

***Program Director***

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Photo Credit: Jesse Hurt





# Why become a Locust Grove sponsor?

**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.*

With over 1,000 members and more than 20,000 annual visitors, Locust Grove transports audiences back to early Kentucky while being a community epicenter. Consistently recognized by locals, tourists, and media as an iconic Louisville landmark, Locust Grove has maintained its place as the heart of history, preservation, and community.

As a sponsor, you'll enjoy a multitude of benefits that will elevate your brand's visibility and impact. With our diverse calendar of events attracting thousands of attendees throughout the year, your brand will have unparalleled exposure to a broad and engaged audience. Participating as a sponsor provides a unique platform to showcase your products or services to attendees actively seeking inspiration and resources.

The benefits of sponsorship extend far beyond mere exposure. By becoming a sponsor, you join us in fostering community engagement, promoting Kentucky heritage, and supporting local businesses. Your sponsorship helps make our events possible and contributes to Locust Grove's mission of education and preservation. Our comprehensive marketing plan ensures that your brand receives maximum visibility before, during, and after each event. From targeted social media campaigns and email newsletters to local press coverage, we leverage multiple channels to amplify your brand's message and reach.

We invite you to explore the various sponsorship opportunities available and consider joining us to make a meaningful difference. Discover the profound impact your sponsorship can make on our organization. Whether you are looking for marketing exposure, business development opportunities, or a chance to meet corporate philanthropy goals, we can tailor a sponsorship package to suit your needs. 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)

A handwritten signature in black ink that reads "Raina Melvin".

**Raina Melvin**  
(Comanche Nation)  
Program Director







# 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.**

**Locust Grove has levels to fit the needs of your business. Contact Raina Melvin to create a package that best suits your organization:**

- 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)

## **Overall Corporate Sponsorship:**

A corporate sponsorship with Locust Grove is a unique opportunity for your organization to align with our mission of Historic 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 Locust Grove program or event, you are placing your company logo in front of over 20,000 annual attendees in a unique and long-lasting way.

## **In-Kind Sponsorship:**

By donating items that Locust Grove would normally purchase to stage an 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
- Equipment rentals
- Shuttle Service







# Who Benefits from your Sponsorship...

The following graph shows the audiences that your sponsorship helps Locust Grove engage with during Annual Events and Public Programs.

Reach out to us about your marketing and business development needs, and how LG's audiences overlaps with yours!	Families	Adults Only	Locals	Tourists	Food & Bourbon Lovers	Artists	High New-Worth	Low-income	Museum Members	General Community	Widest Possible Audience
Gardeners' Fair*	X		X	X		X	X	X	X	X	X
Lectures		X	X						X	X	
Antiques Market			X	X			X		X	X	
America Uncorked		X	X		X				X	X	
Artist-in-Residence	X	X	X	X	X				X	X	X
Theatre Performances	X		X	X					X	X	X
School Field Trips	X		X					X		X	
Music Under the Pavilion	X		X	X	X	X			X	X	X
Emilie Strong Smith Chamber Music	X	X	X		X	X	X		X	X	
Book Sale	X		X				X	X	X	X	X
Independence Day	X		X					X	X	X	
Fall Maker's Market	X		X	X					X	X	X
Farm Distillery		X	X	X	X					X	X
Museum Theater Department	X		X	X					X	X	X

\*Due to the scope and exposure, Gardeners' Fair has its own event sponsorship packet. If your organization is interested in sponsoring Gardeners' Fair, please contact Raina Melvin.





# How would you like to Sponsor in 2024?

**Find out more about Locust Grove's programs and initiatives supported through your sponsorship.**

\*The price seen is the total cost of the event needed to raise through all sponsorships.

## **2024 LECTURES - \$1,500 PER QUARTER (5 EVENTS) OR \$5,000 FOR ONE FULL YEAR (12 EVENTS)**

Lectures at Locust Grove offer programming for history lovers through dynamic speakers and topics that explore the history of Locust Grove, Kentucky, and America. Afternoon Lectures occur on the first Wednesday of every month in the Locust Grove Auditorium. Locust Grove invites local historians, professors, community organizers, and researchers to give a 45 - 60 minute talk about the Clarks and Croghans or the historical history of Kentucky and America that is accessible and appealing to the general audiences, followed by questions from the audience. During Locust Grove evening lectures, audiences dig deeper into a topic led by a panel of historians, researchers, and community members. This year, we invite



visitors to learn more about Indigenous citizenship from tribally enrolled citizens and the history of mental health from the 19th century to the present. These lectures will be 60-minute panel discussions followed by audience questions.

Afternoon lectures attract over 60 members and non-members, while evening lectures reach 100+ participants. Your sponsorship will support four Afternoon Lectures and one Evening Lecture, or you can choose to support the entire year of programming. Marketing for these programs will utilize the Museum website, e-newsletters, and social media.

## **2024 ANTIQUES FAIR - \$1,000 PER EVENT (1 EVENT) OR \$2,500 FOR FULL YEAR (2 EVENTS)**



Locust Grove Antiques Fair is a day filled with objects of curiosity and wonder. Partnering with Vi Walker Silver, Locust Grove welcomes antique dealers across the region and 2,500+ visitors to find the next perfect piece. Hosted on June 30th and September 29th, this one-day event is the highlight for Antiquers. This year, Locust Grove will create a unique experience inside the historic house by curating a self-guided tour of the antiques in our collection.

Your brand will be featured in event marketing via print materials, e-newsletters, the Museum's website, and social media.





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## **NEW PROGRAM: AMERICA UNCORKED - \$1,000 FOR HALF A YEAR (3 EVENTS) OR \$3,500 FOR ONE FULL YEAR (6 EVENTS)**

America Uncorked is a new 2024 program at Locust Grove developed to begin community conversations among participants and experts on topics impacting our society. We invite the public to join our fun, friendly, and thought-provoking discussions on topics ranging from America's founding documents to local ordinances. To heighten the experience of this evening event, audiences will enjoy a drink either famous during the period being discussed or which has cultural significance to the topic. This event is sure to be a fun and engaging program.

Our inaugural event will discuss the impacts of women in the alcohol industry by discussing laws that barred female bartenders. Locust Grove welcomes women owners, bartenders, and experts from local Louisville organizations.



America Uncorked is anticipated to attract 100 attendees of diverse backgrounds, creating a robust conversation on societal impacts on our community. Your sponsorship will support three events, or you can help the entire year of programming. Marketing for these programs will utilize the Museum website, e-newsletters, and social media.

## **2024 THEATER PERFORMANCES AT LOCUST GROVE - \$1,500 PER EVENT (1 EVENT) OR \$3,000 FOR FULL YEAR (2 EVENTS)**

Locust Grove is proud to partner with Kentucky Shakespeare for two performances in the spring and fall. We welcome over 200+ audience members in riveting theatrical performances. This year, we will host a free performance of *Midsummer Night's Dream* as part of the Shakespeare in the Park Series. Then, in the fall, Locust Grove partners with Kentucky Shakespeare for a spellbinding, spine-tingling performance of Mary Shelley's gothic epic, *Frankenstein*. By sponsoring this program, you align your brand with history and preservation, the performing arts, and local artists.

Your brand will be featured in event marketing via print materials, e-newsletters, the Museum's website, and social media.







# How would you like to Sponsor in 2024?

**Find out more about Locust Grove's programs and initiatives supported through your sponsorship.**

\*The price seen is the total cost of the event needed to raise through all sponsorships.

## **ARTIST-IN-RESIDENCE - \$20,000**

The bi-annual Artist-In-Residence program will highlight the contributions and skills of master craftspeople, culinary experts, and artists in this week-long experience into generational crafts and skills. Locust Grove strives to increase awareness of historical skills and crafts created, developed, and passed down through generations.

In 2019, Locust Grove hosted Michael Twitty, a writer, culinary historian, and educator of African and African-American foodways. Through a week of programming, visitors were given a chance to experience the impacts of enslaved cooks and laborers on American cuisine.

In June 2024, Locust Grove will welcome Jerome Bias, a master woodworker and culinary expert. The week-long experience will highlight the migration of enslaved people and the skills they

brought with them. At the end of the week, a special dinner using recipes and ingredients from Africa and America will be highlighted in a Descendant's dinner to honor the men, women, and children enslaved by the Croghan and Clark families.

The Artist-In-Residence program is expected to attract upwards of 2,000 visitors across the region. Your sponsorship will support historical crafts and artistry. Marketing for these programs will utilize printed and digital advertisements, the Museum website, e-newsletters, and social media.



## **SCHOOL FIELD TRIPS - \$5,000 ONE SEMESTER OR \$10,000 FOR FULL YEAR**



Locust Grove welcomes over 1,200 students in public and parochial schools and youth-serving organizations from across Louisville Metro and neighboring counties. Students and chaperones learn about Early American history, enslaved and Indigenous communities, and historical skills through engaging field trips. Your support will help to provide students the opportunity to learn history outside the classroom at low or no cost to the school. This includes transportation costs and admission fees.

Your brand will receive recognition through the Museum website, social media, and e-newsletters.



# How would you like to Sponsor in 2024?

**Find out more about Locust Grove's programs and initiatives supported through your sponsorship.**

*\*The price seen is the total cost of the event needed to raise through all sponsorships.*

## **NEW PROGRAM: MUSIC UNDER THE PAVILION - \$1,500 PER EVENT (1 EVENT) OR \$5,000 FOR FULL YEAR (5 EVENTS)**

Music Under the Pavilion is a captivating summer concert series hosted bi-monthly on Tuesdays from May to August. Nestled within our award-winning pavilion, each event promises an unforgettable experience, showcasing Louisville's rich musical heritage and diverse artistry. From soulful country tunes to rhythmic Afro-Latin beats and everything in between, guests of all ages are invited to join us for an evening of live music and community celebration. Your sponsorship will help support multiple Music Under the Pavilion events, offering invaluable exposure through our promotional channels and fostering lasting connections with our engaged audience.

The Music Under the Pavilion concert series will attract upwards of 2,000 visitors throughout the summer. Your sponsorship will support local musicians and the vibrant Louisville music scene. Marketing for these programs will utilize printed and digital advertisements, the Museum website, e-newsletters, and social media.



## **EMILIE STRONG SMITH CHAMBER MUSIC SERIES - \$1,000 PER EVENT (1 CONCERT) OR \$3,000 FOR FULL YEAR (3 CONCERTS)**

Locust Grove is a dedicated supporter of classical music as we proudly present the Emilie Strong Smith Chamber Music Series. In the 2023-2024 season, we celebrated our 40th season with three extraordinary concerts, each a testament to chamber music's enduring beauty and power. From the intimate setting of our historic house to the expansive splendor of our outdoor pavilion, we invited classical music enthusiasts and new audiences alike to bask in the rich tapestry of sound. As we look ahead to the future, we remain committed to fostering a vibrant cultural community where music is a source of inspiration and connection for all. Join us on this journey as we continue to elevate the art of chamber music, creating lasting memories and forging new traditions together.

Your logo will be added to the subscription tickets, and you will receive recognition through the Museum website, social media, and e-newsletters.







# How would you like to Sponsor in 2024?

**Find out more about Locust Grove's programs and initiatives supported through your sponsorship.**

*\*The price seen is the total cost of the event needed to raise through all sponsorships.*

## **LOCUST GROVE BOOK SALES - \$7,500 PER EVENT (1 EVENT) OR \$15,000 FOR FULL YEAR (3 EVENTS)**

Locust Grove offers a diverse selection of gently used reading materials for all ages, promoting literacy and sustainability in our community. Two large book sales are held each year in March and August, and an additional smaller book sale in December. All books are donated by enthusiastic community partners, ensuring over 50,000 used books enjoy a new life. Your support helps us organize and host these events, providing access to quality books and educational resources while reducing waste. By participating in our book sales, you'll directly promote literacy rates and support sustainability efforts in our community.

The Locust Grove Book Sales attracts upwards of 2,000 visitors each book sale. Your sponsorship will support community engagement and early childhood literacy. Marketing for these programs will utilize printed and digital advertisements, the Museum website, e-newsletters, and social media.



## **ANNUAL PARTY - \$4,000**

The Annual Party is an invitation-only event targeted at Locust Grove members, volunteers, and supporters. Communications are sent directly to Locust Grove's 700 members via email and mailed postcards. The event is a celebration of the sponsors, donors, and members who have contributed to the success of Locust Grove. This year, Historic Locust Grove will celebrate 60 years of welcoming families, historians, and the community to learn about early Kentucky frontier life. The event includes catered food, special performances, and other fun activities. An average of 100 people attend this event each year.

Your logo will be added to the invitations, and you will be recognized at the Annual Party, on the museum website, social media, and e-newsletters.





# How would you like to Sponsor in 2024?

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## **4TH OF JULY AT LOCUST GROVE - \$2,500**

On the 4th of July, Locust Grove celebrates citizenship, freedom, independence, and civic engagement through rich partnerships of community organizers and non-profits. With our rich historical significance and commitment to education, Locust Grove provides a dynamic platform for exploring these vital themes. Visitors can delve into the complexities of citizenship, reflect on the meaning of independence, and learn about the Revolutionary War on the Frontier through engaging programs and activities. From interactive discussions to thought-provoking performances, Locust Grove offers an immersive experience that inspires dialogue, fosters understanding, and encourages active participation in civic life. This free, family-friendly event sees over 1,500 visitors. Your sponsorship will help your brand be recognized for its dedication to history, civic engagement, and community building.



This event will be promoted through print materials, e-newsletters, the Museum's website, and social media.

## **NEW EVENT: LOCUST GROVE'S MAKER'S MARKET - \$10,000**

Locust Grove's Fall Maker's Market steps into a world of creativity and community as a celebration of local artisans, fiber artists, and Kentucky creatives. This new event is a testament to Locust Grove's commitment to supporting and showcasing the talents of our region's artisans and small businesses. Visitors will engage with talented artisans as they demonstrate their craft and share their stories, offering insights into their creative process and passion for their work, highlighting local ingenuity and craftsmanship. Your brand will be prominently featured throughout the event, offering valuable exposure to our diverse audience of attendees and further reinforcing your commitment to supporting local arts and small businesses.



Your brand will be featured in event marketing via print materials, e-newsletters, the Museum's website, and social media.





# How would you like to Sponsor in 2024?

Find out more about Locust Grove's programs and initiatives supported through your sponsorship.

*\*The price seen is the total cost of the event needed to raise through all sponsorships.*

## LOCUST GROVE FARM DISTILLERY - \$5,000

Locust Grove's Farm Distillery Program offers an immersive journey through Kentucky's rich distilling heritage through unique experience offerings that allow visitors to explore the art of farm distillation firsthand. Led by expert guides passionate about preserving tradition, participants will delve into the intricate processes and techniques that have shaped Kentucky's renowned spirits industry. Through specialized tours and curated programming, audiences will gain a deeper understanding of the craftsmanship and dedication required to produce quality spirits and the time-honored methods used to craft whiskey and other spirits centuries ago. Working with local distilleries, the Farm Distillery appeals to bourbon enthusiasts, history buffs, and those curious about the origins of Kentucky's signature spirit. The projected audience numbers for the Farm Distillery are 5,400 across demonstrations at annual events, tours, and public programming, giving ample brand exposure through your sponsorship.



Your brand will be highlighted as a key support of the history of the Louisville bourbon tradition and early Kentucky. Marketing for these programs will utilize printed and digital marketing, the Museum's website, e-newsletters, and social media.

## MUSEUM THEATER DEPARTMENT - \$1,500



Step into history with ***Unfolding The Story***, an immersive journey into the lives of the enslaved community at Locust Grove. Delve into early Kentucky life through the eyes of two individuals who called Locust Grove home. Our program goes beyond reenactment, humanizing the experiences of enslaved women, men, and children with dignity and respect. Join us in bringing their stories to life and honoring their legacy. Partner with us to support this impactful program and help us unfold the untold chapters of history. Your sponsorship helps to provide vital support to the Museum Theater Department, including actor salary, costume and prop budget, and marketing.

Your brand will receive recognition through the Museum website, digital signage, social media, and e-newsletters.



# 2024 Locust Grove Sponsorship Levels

This chart can be used to find the package that best fits your company's needs.

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+ Copper	\$250+ Friend
Premiere recognition (name/logo on printed material)	X				
10% off on a 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 event passes for employees or clients to LG annual events.	50	30	20	10	5
One-time complimentary tour passes**	8	6	4	2	2

Due to printing deadlines, any sponsorships received after a month before the event 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 Locust Grove Marketing Plan

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

## Marketing Channels

Our marketing campaigns leverage various channels, including local and regional print, television, radio, digital, social media, email advertisements, and public relations efforts.

- Website receives over 100,000 visitors annually
- E-newsletters reach 8,500+ active subscribers at least three times a month.
- 11,000+ followers on Facebook and 4,000+ on Instagram.

Excitingly, we will soon launch our new website, which was developed by Landslide Creative and promises to expand our reach to new audiences.

## Extensive Reach

We maintain strong relationships with media outlets in our area and utilize a media database of local and regional journalists to ensure effective outreach.

- Radio, print, digital, and television advertising
- Museum e-blasts
- Locust Grove website
- Digital banner ads with Loutoday, Leoweekly
- Local and regional media exposure 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.*

**Make checks payable to: Historic Locust Grove**

### 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#

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SIGNATURE

DATE

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PROGRAM SPONSORED

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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+**

For questions contact:

**Raina Melvin**

**Program Director**

**rmelvin@locustgrove.org | 502-897-9845 ex. 110**

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 • [www.locustgrove.org](http://www.locustgrove.org)**