

A night scene at Overton Park. The image shows a large number of trees with their trunks and branches illuminated by vibrant purple and pink lights. The foliage is a mix of green and autumnal colors. In the background, a group of people is gathered under a large, dark, tent-like structure. In the foreground, there are several small, round tables covered with dark blue cloths, each with a small light. The overall atmosphere is festive and elegant.

SPONSOR AN EVENT AT

Overton Park



Dear Friend of Overton Park,

Since December 2011, Overton Park Conservancy has been working to preserve and enhance Midtown's historic park. From big projects--like building Overton Bark and renovating Rainbow Lake Playground--to daily tasks like landscaping and trash removal, we are committed to making the park a clean, beautiful, attractive destination for Memphians and their families.

You can help make the park's transformation possible.

The Conservancy hosts two special events each year: **A Day of Merrymaking**, a family festival in June, and **A Magical Night at Overton Park**, a gala celebration in November. We hope that you'll consider sponsoring one or both of these events.

A Day of Merrymaking is a free event that attracted more than 2,500 visitors in 2013. Activities included musical performances, storytelling, games, a climbing wall, dog agility course, acrobatic performances, a food truck rodeo, and much more. Your sponsorship includes the opportunity to set up a booth space at the festival, where you can interact directly with guests. You may choose to sponsor one of the areas of the festival devoted to Health and Wellness, Kids, Cuisine, etc.

A Magical Night is an elegant celebration of the park's progress, hosted in the dramatically lit formal gardens. In its second year, attendance grew from 250 to 400 of some of Memphis' most influential citizens. Your sponsorship entitles you to complimentary tickets, along with prominent recognition at the event and in multiple advertisements and promotional materials.

Each event offers your company a unique opportunity to reach the many people who treasure Overton Park. **As a special bonus, you will receive 10% off the total sponsorship cost if you sponsor both events!**

We hope you will consider lending your support to Overton Park Conservancy's special events...and having a fantastic time in the process!



A DAY OF MERRYMAKING
IN OVERTON PARK



In 2013, A Day of Merrymaking brought **2,500** people to the park to welcome summer.

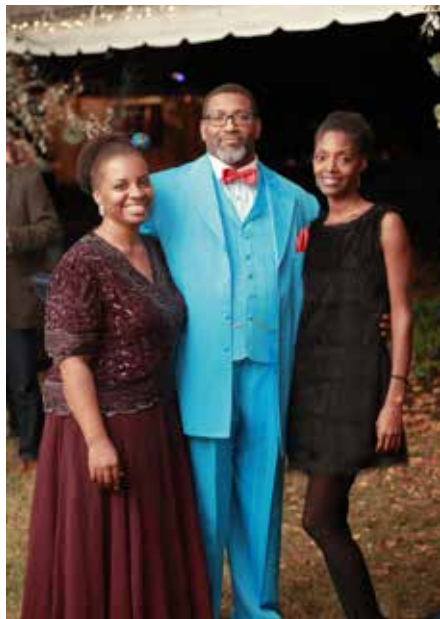


Sponsor A Day of Merrymaking at Overton Park

Benefits - A Day of Merrymaking	\$10,000 Sponsor	\$5,000 Sponsor	\$2,000 Sponsor	\$500 Sponsor
Booth space	10'x20' tented booth in premier location	10'x10' tented booth space	10'x10' tented booth space	10'x10' booth space
Have your promotional materials and products at your booth	X	X	X	X
Recognition as title sponsor	X			
Recognition from event stage	X	X		
Logo on poster, website, email blast, print ads, and prominent banners at the event	X	X		
Name on poster, website, email, print ads, and banners			X	X

A MAGICAL NIGHT AT OVERTON PARK





In 2013, A Magical Night attracted **400 park supporters** to celebrate the park's progress.



Sponsor A Magical Night at Overton Park

Benefits	\$10,000 Sponsor	\$5,000 Sponsor	\$2,500 Sponsor	\$1,000 Sponsor
Event tickets for sponsor use	20	10	4	2
Complimentary Overton Park memberships	10	5	2	1
Complimentary weekday rentals of historic pavilion at Overton Park in 2015	2			
Recognition as title sponsor	X			
Private small group tour of Overton Park and Old Forest State Natural Area	X			
Logo on event invitations (mailed to over 2,000 households), as well as event poster, event website, email news blast, print/broadcast ads, and prominent banners at the event	X	X		
Name on event invitations, poster, website, email, print ads, and banners			X	X



Return this form or apply online at www.overtonpark.org/event-sponsors.

YOUR INFORMATION

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

Phone: _____ Fax: _____

E-Mail: _____

If different from Company Name, how would you like to be recognized in printed materials?

SPONSORSHIP INFORMATION

Amount of sponsorship for A Day of Merrymaking \$ _____

Amount of sponsorship for A Magical Night \$ _____

Subtract 10% discount if you are sponsoring both - \$ _____

Total amount of sponsorship \$ _____

PAYMENT INFORMATION

- ☐ I would like to make a pledge. Please invoice me.
- ☐ I am enclosing a check made payable to Overton Park Conservancy.
- ☐ I would like to pay now via: ☐ VISA ☐ MasterCard
 ☐ DISCOVER ☐ American Express

Name as it appears on credit card

Street Address, City, State, and ZIP

Card Number

Expiration Date

Card Security Code

Signature

Please return this form to Overton Park Conservancy,
1914 Poplar Avenue, Suite 202, Memphis, TN 38104.
To learn more about our work, visit **www.overtonpark.org**.

Overton Park Conservancy has a 10-year agreement with the City of Memphis to manage Midtown's historic park. Under this agreement, Overton Park remains the property of the City of Memphis and its citizens, and the Conservancy is given the authority to manage 184 acres of public parkland including the Greensward, Rainbow Lake, the formal gardens, Veteran's Plaza, the 126-acre Old Forest State Natural Area, and the East Parkway picnic area.

Overton Park Conservancy's vision is to foster a beautiful, welcoming and safe park that encourages our diverse community to explore, learn, create, socialize, and play. Our mission is to protect, preserve, and improve Overton Park.

If you'd like to get in touch to discuss these or other sponsorship opportunities, please contact our Executive Director, Tina Sullivan, at 901.214.5450 or tsullivan@overtonpark.org.



OVERTON PARK
CONSERVANCY