



Wellfield
Botanic Gardens



Groovin' in the Gardens Summer Concert Series

Presented by Center for Hospice Care

Thursdays | June 16-August 18, 2022 | 7-9 p.m.

Sponsorship Opportunities

Be a part of this popular special event series at Wellfield Botanic Gardens! This is an excellent opportunity to highlight your business or organization while showing support for Michiana's most beautiful and scenic attraction. Wellfield welcomed over 70,000 guests through its gates in 2021, engaged tens of thousands more through media and outreach, and continued growth that will serve to increase our impact for years to come. Through our 1800+ member households, 4000+ e-newsletter subscribers, our Facebook page with 13,000+ fans, and our widening regional reach, we continue expanding through engaging, experiential events throughout the year. The summer months are truly magical at Wellfield—amazing colors and textures, the sounds of wind through the leaves and the ever-present song of flowing waters across our 36 acres—we are a natural fit for live music out of doors. 2021 concert attendance welcomed over 5000 guests. Join us in a mutual partnership that not only serves your business or organization through increased positive exposure and great benefits, but also serves to grow the community of Elkhart and furthers the valuable mission of Wellfield Botanic Gardens: ***to celebrate the inseparable relationship between water and life, inspire creativity and lifelong learning, foster stewardship of our natural world, and grow community.***

See next page for event description, schedule, and ticket information

Sample Event Description for the Public

Live music performances provide the soundtrack to magical evenings at Wellfield Botanic Gardens' ***Groovin' in the Gardens Summer Concert Series, Presented by Center for Hospice Care***. The concert lineup features an eclectic assortment of music by popular artists of the area and beyond. Gates open at 6 p.m., concerts begin at 7; get your space in the event tent early and stroll the beautiful garden trails while listening to nature's symphony before enjoying the concerts as the sun sets. Each week we will feature different local food vendors and a bar from Navarre Catering and Events. Watch our website or Facebook page for the weekly offering. Food items may be purchased, or you may bring your own picnic dinner to enjoy during the concert. Guests are encouraged to bring their own chairs or a blanket; limited chairs will be available at the venue. Please note: *Alcoholic beverages may not be brought into the Gardens but may be purchased onsite from our caterer*. Ticket pricing includes parking, admission to the garden, and the special opportunity to enjoy Wellfield after hours. Discounted season tickets available!

Schedule

Thursday Evenings, June 16-August 18, 2022 | *June 16, 23, 30, July 7, 14, 21, 28, August 4, 11, 18*

5 p.m. - Garden closes early on concert nights

6 p.m. - Gates re-open for ticket holders | *Tickets may be purchased online or at the gate*

7 p.m. - Concerts begin (approx 90 minutes long)

Ticket Pricing - Individual Concerts*

- Member Adult: \$8
- Member Child (ages 3-12): \$4
- Public Adult: \$12
- Public Child (ages 3-12): \$6
- Under age 3 are free with paid adult (please select free child ticket option)

Ticket Pricing – Season Passes

- Discount Season Pass-Adult: Public \$100 / Member \$60
- Season Pass-Child: Public \$40 / Member \$30

Season Passes will be available for pickup at our June 16th concert. Passes are good for any week; use them weekly or save them up and use them all for your favorite concert.

See next pages for Sponsorship Package Options and Sponsorship Form

Sponsorship Package Options and Form

Groovin' in the Gardens Summer Concert Series

Major Sponsor for *Groovin' in the Gardens* - \$3500

- Name and logo as Major Sponsor on all promotional material
- Verbal recognition at all concert events by emcee
- Name and logo on event page at wellfieldgardens.org
- Dedicated social media postings 5x during concert series run
- Named Major Sponsor on event signage
- 8 VIP Tickets and two VIP Reserved Tables to each concert
- 2 tickets to *Evening in the Gardens* (September 15)
- 2 *Taste of the Gardens* entry/food ticket packages (August 28)

Weekly Band Sponsor for *Groovin' in the Gardens* - \$1500 (Ten available)

- Named as Weekly Band Sponsor on all digital promotional material
- Verbal recognition at sponsored concert by emcee
- Name on event page at wellfieldgardens.org for sponsored concert
- Dedicated recognition on social media post for selected concert week
- 4 VIP Tickets and one VIP Reserved Table to sponsored concert
- 10 concert entry tickets (good for any night)
- 2 *Taste of the Gardens* entry/food ticket packages (August 28)
- **Circle Date(s) Selected: June 16, 23, 30, July 7, 14, 21, 28, August 4, 11, 18**

Business Name (if applicable) _____

Primary Contact: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (circle) home / cell / work (_____) _____

PAYMENT TOTAL \$ _____ Payable to 'Wellfield Botanic Gardens' by Check # _____ or

Credit Card type (circle) VISA / MC / DISC / AMEX Name on Card: _____

Card # _____ Exp: _____ CCV: _____ Billing Zip Code: _____

Please return completed form and payment to:

Wellfield Botanic Gardens, Attn: Eric Garton

1011 N. Main Street, Elkhart IN 46514

Or email to e.garton@wellfieldgardens.org / Or call 574-266-2006 ext 102 for additional questions or info