



The 29th Annual
**ROSE GARDEN
PARTY 2026**

SPONSORSHIP OPPORTUNITIES

**WEDNESDAY, JUNE 24 | 5:30 P.M. TO 9:30 P.M.
JAMES P. KELLEHER ROSE GARDEN • BACK BAY FENS**

Proceeds help ParkARTS bloom all year round

STOP & SMELL THE ROSES

AT BOSTON'S 29th ANNUAL ROSE GARDEN PARTY

On Wednesday evening, June 24, you are cordially invited to stop and smell the roses at the 29th Annual Rose Garden Party. Join Mayor Michelle Wu, Honorary Event Chair, along with Boston's business, arts, community, and philanthropic leaders at the James P. Kelleher Rose Garden in the Back Bay Fens. You and your guests will take in the elegant beauty of this historic park where over 3,000 rose bushes will be in peak bloom, while enjoying live entertainment, festive cocktails, dinner, and more.

Proceeds from this signature event fund ParkARTS, which provides free family programming in neighborhood parks throughout Boston, from concerts and movies to arts & crafts workshops and festivals.

We hope you'll join us in celebrating and supporting this important cause!



ParkARTS

For 29 years, ParkARTS has proudly provided free family-friendly arts programs in Boston's parks, giving children from all backgrounds the invaluable opportunity to unleash their creativity and immerse themselves in the performing arts. Our outdoor activities foster confidence, broaden perspectives, and nurture vital community connections. Join us in our mission to empower the next generation!

PARTICIPATORY ARTS

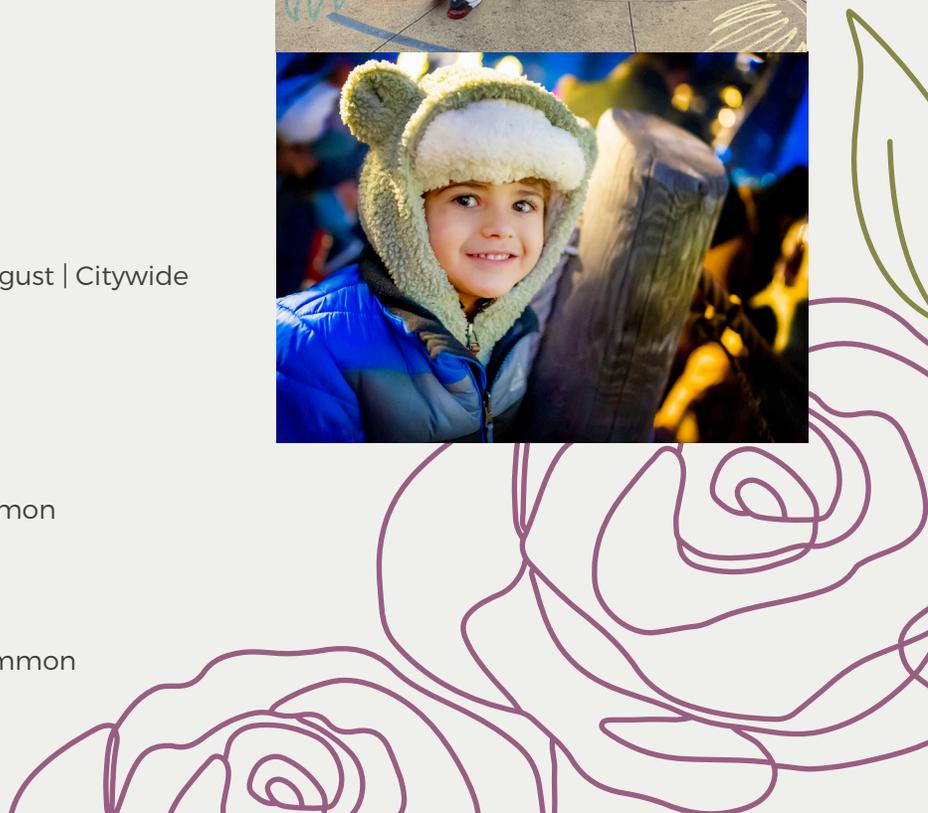
- **Fairy House Workshop**
April School Vacation | Franklin Park
- **Watercolor Workshops**
Weekends in June + September | Citywide
- **Arts + Crafts Workshops**
Weekdays in July + August | Citywide
- **Pics in the Park**
Sundays in June + September | Citywide
- **Marionette Puppet Shows**
Weekdays in July + August | Citywide

PERFORMING ARTS

- **Concert Series**
Weekday evenings in July + August | Citywide
- **Neighborhood Concerts**
9 concerts with activities for children
- **Tito Puente Latin Music Series**
6 concerts with salsa lessons
- **Golf Course Concerts**
6 concerts on Wednesday evenings
- **Mayor's Movie Nights**
12 weeknight movies with popcorn in August | Citywide

SEASONAL CHILDREN'S FESTIVALS

- **Winter - February School Vacation**
Boston Common
- **Spring - Frog Pond Opening**
Kickoff to summer in June | Boston Common
- **Summer - End of Summer Celebration**
Mid-August | Franklin Park
- **Fall - Fall-o-Ween**
Friday night in mid-October | Boston Common



2026 SPONSORSHIP LEVELS

SHURCLIFF \$50,000

- 12 Rose Garden Party tickets and reserved tables
- Logo inclusion in event video presentation
- Choice of 2 Premium Perks
- Premium logo placement on event entrance signage, table tents, event program, and on ParkARTS sponsor page in Boston Parks and Recreation Summer Guide 2026 (reaches 5K+)
- Inclusion mentioned in press releases related to the Rose Garden Party

GRANDIFLORA \$25,000

- 12 Rose Garden Party tickets and reserved tables
- Logo inclusion in event video presentation
- Choice of 1 Premium Perk
- Premium logo placement on event entrance signage, table tents, event program, and on ParkARTS sponsor page in Boston Parks and Recreation Summer Guide 2026 (reaches 5K+)
- Inclusion mentioned in press releases related to the Rose Garden Party

HYBRID TEA \$20,000

- 12 Rose Garden Party tickets
- Logo inclusion in event video presentation
- Premium logo placement on event entrance signage, table tents, event program, and on ParkARTS sponsor page in Boston Parks and Recreation Summer Guide 2026 (reaches 5K+)
- Inclusion mentioned in press releases related to the Rose Garden Party

FLORIBUNDA \$15,000

- 10 Rose Garden Party tickets
- Premium logo placement on event entrance signage, table tents, event program, and on ParkARTS sponsor page in Boston Parks and Recreation Summer Guide 2026 (reaches 5K+)
- Inclusion mentioned in press releases related to the Rose Garden Party

POLYANTHA \$10,000

- 8 Rose Garden Party tickets
- Logo inclusion on event entrance signage and program

DESDEMONA \$7,500

- 6 Rose Garden Party tickets
- Logo inclusion on event entrance signage and program

DAMASK \$5,000

- 4 Rose Garden Party tickets
- Logo inclusion on event entrance signage and name listed in program

CENTIFOLIA \$2,500

- 2 Rose Garden Party tickets
- Name listed on event entrance signage and in program

AYRSHIRE \$1,250

- 2 Rose Garden Party tickets
- Name listed in event program

PREMIUM PERKS

- 2 additional tickets to the Rose Garden Party
- Behind-the-scenes guided tour for up to 12 people of the Boston Parks' greenhouse or the Kelleher Rose Garden
- 1 seat as a Hat Contest Judge

Sponsors must commit by May 14 for inclusion in printed materials.

For more information, please contact Toni Troop at toni.troop@boston.gov or 617-212-7571 and Sarah Clark at sarahe.clark@boston.gov or 510-220-9229.



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Thank you for supporting ParkARTS with your sponsorship of the 29th Annual Rose Garden Party. All proceeds underwrite free year-round family programming in Boston's public parks. We are grateful for any level of support that you can provide.

The Fund for Parks and Recreation in Boston (tax identification number 04-2784811) is an IRS-recognized charitable organization. Donations are tax-deductible to the extent allowed by law.

OUR BOUQUET OF SPONSORSHIP TIERS

SHURCLIFF	\$50,000	FLORIBUNDA	\$15,000	DAMASK	\$5,000
GRANDIFLORA	\$25,000	POLYANTHA	\$10,000	CENTIFOLIA	\$2,500
HYBRID TEA	\$20,000	DESDEMONA	\$7,500	AYRSHIRE	\$1,250



READY TO PARTICIPATE?

Scan the QR code to purchase tickets, support the cause or become a sponsor.



City of Boston
Parks and Recreation
Mayor Michelle Wu

For any questions, please contact Toni Troop at toni.troop@boston.gov or 617-212-7571 and Sarah Clark at sarahe.clark@boston.gov or 510-220-9229.





Committee Member Roles & Responsibilities

The Rose Garden Party Committee is made up of an incredible group of people who, like us, are passionate about our city's parks and programming. Below is what is expected of all members in order to make the benefit a success.

BE AN ENGAGED ADVISOR: We'll need you to play an active role in helping the Boston Parks and Recreation Department achieve its fundraising goals at the Rose Garden Party benefit.

ACT AS A CONNECTOR: You'll serve as a key link to opening new doors that further the Department's mission and help us reach our fiscal fundraising target, both via advocacy and tapping into your own personal and professional networks.

IDENTIFY LEADS: Part of your role will be identifying specific individuals, foundations, and businesses that could provide support. Offering guidance on how to approach them and facilitating introductions will be key in expanding our network of supporters.

SHARE OTHER FUNDRAISING OPPORTUNITIES: In addition to the Rose Garden Party, we encourage you to keep an eye out for other potential fundraising opportunities within the community. Your proactive thinking can help us broaden our impact.

OFFER FEEDBACK AND IDEAS: We'd love to hear your thoughts on how we can improve our fundraising efforts. Whether it's feedback on past events or fresh ideas for new initiatives, your input is greatly appreciated.

MAKE A PERSONAL CONTRIBUTION: To assist with realizing our fundraising goal, we ask committee members to generate ticket sales, and/or secure a sponsorship or revenue enhancer at a level meaningful to them. The suggested give-get value is a minimum of \$5,000.