

HOSPITALITY LOUNGE

at the Rose Garden Party 2019

Event: The Rose Garden Party, chaired by Mayor Martin J. Walsh and Ms. Lorrie Higgins, is an elegant evening social event which raises money for free participatory and performing arts programs and special events in Boston parks

Date/Time: Tuesday, June 18, 5:30 p.m. to 8:00 p.m.

Venue: James P. Kelleher Rose Garden, 73 Park Drive, Back Bay Fens

Attendees: Mayor Martin J. Walsh and Boston's business, arts, educational, open space, community, and philanthropic leaders

Concept: Tented 10x20 lounge near the Step-and-Repeat photo backdrop. Destination location is adjacent to popular photo-op backdrop and provides the perfect opportunity to showcase product or services. Sponsorship includes tent, photographer, permits, backdrop, and furniture rental and sponsorship fees. Vendor can also showcase their own furniture/accessories. Two sponsors may split sponsorship of the lounge. Product/services, promotional materials, signage, etc. need to be pre-approved.

Lounge Sponsorship Opportunities:

Presenting Sponsor - \$15,000

- **SIGNAGE:** Sponsor-provided banner displayed in Step-and-Repeat Lounge.
Logo inclusion: Step-and-Repeat photo-op backdrop and in Hospitality Lounge
- **MEDIA:** List company name on marketing materials and press releases as applicable
- **DATABASE:** Ability to harvest email addresses from hospitality tent visitors via pre-approved means
- **OUT OF HOME:** Opportunity to include gift and/or promotional materials in swag bag distributed to approximately 350-400 guests. Opportunity to include a company-supplied gift item for the prize packets for winners of the Hats Galore contest

