

STATE ARBORETUM
of VIRGINIA



BLANDY
EXPERIMENTAL FARM

FOUNDATION OF THE
STATE ARBORETUM
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The Foundation of the State Arboretum is a 501(c)3 organization that raises funds for and awareness of Blandly Experimental Farm and the State Arboretum of Virginia—an outdoor laboratory and living museum.



FOUNDATION OF THE STATE ARBORETUM AT BLANDY EXPERIMENTAL FARM
35TH CELEBRATION OF GARDEN FAIR
MOTHERS DAY WEEKEND, MAY 10- 11, 2025

January, 2025

Dear Loyal Supporters of the State Arboretum of Virginia,

We invite you to join in on our 35th celebration of Garden Fair, a premiere event that brings together gardeners, naturalists and our community for a weekend of fun. Each year, our traditional Mother's Day Weekend Garden Fair brings more than 8,000 visitors to the State Arboretum to be the first to choose from the best selection of native plants, annuals, perennials, herbs, trees, shrubs, garden tools, nature inspired gifts, and more. Garden Fair is the largest fundraiser of the year for the Foundation of the State Arboretum, bringing in more than \$80,000 last year to help support the State Arboretum's extensive collections and Blandly's important public education outreach and research.

Your sponsorship supports vital initiatives at Blandly including innovative public programming, enlightening interpretation to our garden collections, thought-provoking scientific inquiry, and eye-opening education. It also gets your business in front of purchasing decision makers from a three-hour radius, more than 60 vendor business owners, and dedicated and loyal volunteers and members of Blandly and the State Arboretum of Virginia. Please check out our sponsorship opportunities and partner with us to grow your business and help us celebrate our 35th anniversary of bringing Garden Fair to our community.

With gratitude,

Anne Marie Chirieleison
FOSA Director

Melanie Mullinax
Communications and Events Manager



Contact: Melanie Mullinax at mmullinax@virginia.edu

STATE ARBORETUM OF VIRGINIA AT BLANDY EXPERIMENTAL FARM
400 BLANDY FARM LANE | BOYCE VA | 22620 | 540-837-1758 EXT 246 | BLANDY.VIRGINIA.EDU

2025 GARDEN FAIR SPONSORSHIP OPPORTUNITIES AND BENEFITS

NAMED SPONSORSHIPS

BENEFITS

EVENT SPONSOR

\$5,000

1 OPPORTUNITY

- Your name/logo identified as Event Sponsor
- Free event booth
- Name/logo on sponsored event signage, promotions, paid and sponsored media, social media, event posters
- Logo and company link on year-long garden fair webpage
- Logo on event map/program
- Mention/logo in *Arbor Vitae* newsletter
- Tickets to preview night



PREVIEW NIGHT SPONSOR

\$2500

2 OPPORTUNITES

- Your name/logo identified as a Preview Night Sponsor
- Name/logo on sponsored event signage, promotions, paid and sponsored media, social media, event posters
- Logo and company link on year-long garden fair webpage
- Logo on event map/program
- Mention/logo in *Arbor Vitae* newsletter
- Tickets to preview night

MUSICIAN, PARKING, VOLUNTEER TENT SPONSOR

\$1000

3 OPPORTUNITES

- Your name/logo associated with your sponsorship activity
- Name/logo on sponsored event signage, promotions, event posters
- Logo on year-long garden fair webpage
- Logo on event map/program
- Mention/logo in *Arbor Vitae* newsletter
- Tickets to preview night

SUPPORTING SPONSORSHIPS

BENEFITS

SUPPORTING SPONSOR

\$500

10 OPPORTUNITES

- Logo on year-long garden fair webpage
- Name on event map/program
- Mention in *Arbor Vitae* newsletter
- Tickets to preview night

CONTACT INFORMATION:

COMPANY NAME: _____

CONTACT: _____ PHONE: _____

EMAIL: _____

PAYMENT:

____ CHECK ENCLOSED • PLEASE MAKE CHECK PAYABLE TO *Foundation of the State Arboretum.*



RETURN THIS FORM AND YOUR METHOD OF PAYMENT BY NO LATER THAN MARCH 7, 2025 TO INSURE YOUR LOGO/NAME ON PROMOTIONS AND SIGNAGE.

TO PAY ONLINE, VISIT <https://pci.foc.virginia.edu/fosa/events>

