

# SPONSORSHIP PACKET



SHENANDOAH NATIONAL PARK

September 27–29, 2024





NPS



## WHAT IS ART IN THE PARK?

The Trust is proud to present a weekend of free, public programming that celebrates our region's diverse artists. Visitors can join a variety of hands-on workshops, enjoy performances, and explore a gallery of work inspired by Shenandoah National Park.

🌲 **8,692\*** average visitors to Shenandoah during this weekend

\*Average taken from visitation data since 2019.

🌲 Approximately **30,000** digital impressions for the inaugural event in 2023

🌲 Over **30** of hours of free, public programming

🌲 Hours traveled for Art in the Park: **62%** of attendees from 1 hour or less, **14%** of attendees from 2-3 hours away, **14%** of attendees from 4-9 hours away, and **10%** of attendees from 10 or more hours away



**Sponsorship opportunities for the 2024 Art in the Park are available now!**

Sponsorships range from \$500 to \$20,000 and beyond for larger Corporate Partnerships.

If you're interested in a larger corporate partnership, or Adopting an Overlook, please reach out to Ethan Serr ([eserr@snptrust.org](mailto:eserr@snptrust.org)).

## WHY YOUR SUPPORT MATTERS:

Your support empowers our mission to invest in programs that protect, enhance, and preserve the park's resources for all to enjoy, today and for future generations. Your sponsorship of Art in the Park weekend will provide free, public programming for thousands of park visitors to find creative inspiration during one of Shenandoah's busiest weekends of the year.

Scan the QR Code to visit the Art in the Park webpage to learn more about the event. You can also reach out to Emily Digney ([edigney@snptrust.org](mailto:edigney@snptrust.org)) if you have any questions regarding Art in the Park.





## Sponsorship Packages

### PREMIUM SPONSOR (\$20,000)

- ♦ Logo in Art in the Park Flyer
- ♦ 10 tickets to exclusive Art in the Park event(s)
- ♦ Invitation to exclusive SNPT VIP events
- ♦ Naming rights of the PopUp Gallery
- ♦ Shout out in radio and external media ads
- ♦ Recognized as a supporter of the Plein Air event
- ♦ Recognized as a supporter of Art in the Park on SNPT website
- ♦ Media recognition in e-blasts, newsletters, social media, etc.

### DIAMOND SPONSOR (\$15,000)

- ♦ Logo in Art in the Park Flyer
- ♦ 8 tickets to exclusive Art in the Park event(s)
- ♦ Invitation to exclusive SNPT VIP events
- ♦ Naming rights of the Workshop Tent
- ♦ Shout out in radio and external media ads
- ♦ Recognized as a supporter of the Plein Air event
- ♦ Recognized as a supporter of Art in the Park on SNPT website
- ♦ Media recognition in e-blasts, newsletters, social media, etc.

### PLATINUM SPONSOR (\$10,000)

- ♦ Logo in Art in the Park Flyer
- ♦ 6 tickets to exclusive Art in the Park event(s)
- ♦ Invitation to exclusive SNPT VIP events
- ♦ Naming rights of the musical performance
- ♦ Shout out in radio and external media ads
- ♦ Recognized as a supporter of the Plein Air event
- ♦ Recognized as a supporter of Art in the Park on SNPT website
- ♦ Media recognition in e-blasts, newsletters, social media, etc.

### PLEIN AIR SPONSOR (\$5,000)

- ♦ Logo in Art in the Park Flyer
- ♦ 4 tickets to exclusive Art in the Park event(s)
- ♦ Recognized as a supporter of the Plein Air event
- ♦ Shout out in radio and external media ads
- ♦ Recognized as a supporter of Art in the Park on SNPT website
- ♦ Media recognition in e-blasts, newsletters, social media, etc.

### WORKSHOP SPONSOR (\$2,500)

- ♦ Logo in Art in the Park Flyer
- ♦ 2 tickets to exclusive Art in the Park event(s)
- ♦ Recognized as a specific workshop sponsor
- ♦ Recognized as a supporter of Art in the Park on SNPT website
- ♦ Media recognition in e-blasts, newsletters, social media, etc.

### PATRON OF ART IN THE PARK (\$1000)

- ♦ Logo in Art in the Park Flyer
- ♦ 2 tickets to exclusive Art in the Park event(s)
- ♦ Recognized as a supporter of Art in the Park on SNPT website
- ♦ Media recognition in e-blasts, newsletters, social media, etc.




### FRIEND OF ART IN THE PARK (\$500)

- ♦ 1 ticket to exclusive Art in the Park event(s)
- ♦ Recognized as a supporter of Art in the Park on SNPT website
- ♦ Media recognition in e-blasts, newsletters, social media, etc.





## Proceeds from Art in the Park support projects and programs in Shenandoah National Park

Sponsorship Levels	PREMIUM SPONSOR \$20,000	DIAMOND SPONSOR \$15,000	PLATINUM SPONSOR \$10,000	PLEIN AIR SPONSOR \$5,000	WORKSHOP SPONSOR \$2,500	PATRON OF ART IN THE PARK \$1,000	FRIEND OF ART IN THE PARK \$500
Logo and/or Name in Art in the Park flyer							
Recognized as a supporter of the event online							
Media recognition including e-blasts, newsletters, social media, etc.							
Tickets for exclusive Art in the Park Events	10	8	6	4	2	2	1
Invitation to exclusive SNPT events							
Naming rights of Pop Up Gallery							
Naming rights of Workshop Tent							
Naming rights of Musical Performance							
Shoutout in radio and external media ads							
Recognized as a supporter of Plein Air event							
Recognized as a workshop sponsor							



Contact us at (434) 293-2728  
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**SHENANDOAH**  
NATIONAL PARK TRUST



The Shenandoah National Park Trust is the official philanthropic partner of Shenandoah National Park and an official partner of the National Park Service (NPS). Photos used with NPS and SNP Trust permission.