

Les Chapeaux DANS LE Jardin

HAT DAY
SPONSORSHIP OPPORTUNITIES

FRIDAY, MAY 7, 2027



2027 *HAT DAY* CHAIRS:
DARLA KING & CHELSEA KING DEANE

Franklin Park Conservatory and Botanical Gardens and 2027 *Hat Day* Chairs, Darla King and Chelsea King Deane, cordially invite you to the 26th annual *Les Chapeaux dans le Jardin* cocktail reception and luncheon.

Join us for an elegant afternoon beneath the Conservatory's grand marquee, where 600+ fashionably hat-adorned guests come together for an afternoon of celebration, philanthropy and fun. Guests will also gather to honor an extraordinary friend of the Conservatory with the presentation of the Ann Isaly Wolfe Award. Since 2001, *Hat Day* has raised more than $7 million to support the Conservatory's youth education and outreach initiatives.

Your support of *Hat Day* helps make it possible for thousands of children to experience the wonder of growing plants, the magic of exotic butterflies emerging and taking flight and the excitement of hands-on learning. These experiences introduce young people to the natural world, spark curiosity and create opportunities for discovery that can stay with them long after their visit.

As a *Hat Day* sponsor, you can play a leading role in making these experiences possible while aligning your company with a signature Columbus event and the Conservatory's commitment to inspiring the next generation.

With your support of *Hat Day*, more children will experience the joys of nature, enabling Conservatory educators to reach children through education and outreach programs that meet our community's growing needs.






YOUR HAT DAY GENEROSITY SUPPORTS

FPC STEM CLASSROOM

Engaging Students Outside the Classroom

Every summer, Conservatory educators visit and engage Columbus City Schools students through intensive mini-camps, delivering standards-based, interactive lessons that keep students on track with learning year-round.

PRE-K & K–12 SCHOOL GROUPS

Educating 20,000+ Students Annually

On-site school tours give children opportunities to experience the excitement of applied nature-based learning that builds foundational knowledge of science and the arts. Scholarships ensure access for all.

HEAD START DISCOVERY PROGRAM

Supporting Kindergarten Readiness

The Discovery Program provides investigative learning in the natural sciences to 3–5 year olds at Head Start locations across Columbus, planting the seeds for a lifelong love of learning.

CHILDREN'S GARDEN EDUCATION

Connecting Children to the Natural World

Daily drop-in programs and activities in the Scotts Miracle-Gro Foundation Children's Garden engage children and families with hands-on experiences in science and nature, promoting active learning for all ages.

2027 SPONSORSHIP OPPORTUNITIES

AS A SPONSOR, YOU'LL REACH THE CONSERVATORY'S WIDE AUDIENCE OF:

- 600+ Hat Day attendees representing Columbus' corporate and community leaders, philanthropists and passionate supporters of the Conservatory
- 350,000 annual visitors
- 800 volunteers
- 140 employees
- 12,900+ member households
- 206,000+ total followers on social media *reaching over 21M users*
- 834,000+ website visitors per year

PRESENTING SPONSOR | $50,000

- Mention in media releases
- Top logo placement on event save-the-date, website, invitation, program, and day-of signage
- Logo on event step-and-repeat
- Verbal recognition at the event
- Priority seating at luncheon for up to 20 (two tables of 10)
- Opportunity to purchase additional table(s) at $5,000/table

FAIR MARKET VALUE $3,000

GRAND MARQUEE SPONSOR | $30,000

- Prominent logo placement on event save-the-date, website, invitation, program, and day-of signage
- Logo on event step-and-repeat
- Verbal recognition at the event
- Priority seating at luncheon for 20 (two tables of 10)

FAIR MARKET VALUE $3,000

COCKTAIL PARTY SPONSOR | $25,000

- Logo recognition on event save-the-date, website, invitation and program
- Prominent logo placement on signage at pre-luncheon Cocktail Party
- Verbal recognition at the event
- Priority seating at luncheon for up to 20 (two tables of 10)

FAIR MARKET VALUE $3,000

SUPPORTING SPONSOR | $20,000

- Logo recognition on event save-the-date, website, invitation, program, and day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

CHAMPAGNE SPONSOR | $20,000 - ONE AVAILABLE

- Exclusive naming recognition as the official Champagne Sponsor of *Hat Day*
- Prominent logo placement near champagne station and on cocktail napkins
- Logo recognition on event save-the-date, website, invitation, program, and day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

PHOTOGRAPHY SPONSOR | $20,000 - ONE AVAILABLE

- Exclusive naming recognition as the official Photography Sponsor of *Hat Day*
- Tagged on all event photography posted by the Conservatory
- Logo on event step-and-repeat
- Recognition in photography area signage and in post-event communications
- Opportunity to provide branded photo keepsakes to be determined and agreed upon by sponsor and Conservatory
- Logo recognition on event save-the-date, website, invitation, program, and day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

DESSERT SPONSOR | $20,000 - ONE AVAILABLE

- Exclusive naming recognition as the official Dessert Sponsor of *Hat Day*
- Opportunity to offer a custom dessert with logo recognition on dessert or dessert packaging
- Featured mention in event program and menu
- Logo recognition on event save-the-date, website, invitation, program, and day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

PLATINUM SPONSOR | $12,500

- Logo recognition on event invitation, program and day-of signage
- Name recognition on website and save-the-date
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

GOLD TABLE SPONSOR | $7,000

- Name recognition on event invitation, program, and website
- Seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

BENEFACTOR | $3,500

- Name recognition on event invitation, program and website
- Four seats at luncheon

FAIR MARKET VALUE $600

FOR MORE INFORMATION CONTACT:
Naomi Merino, Associate Director of Donor Engagement • 614.715.8041 • nmerino@fpconservatory.org

Les Chapeaux DANS LE Jardin

26TH ANNUAL HAT DAY LUNCHEON | FRIDAY, MAY 7, 2027

Please provide information about your designated sponsor level below and mail or e-mail to:
Franklin Park Conservatory and Botanical Gardens | 1777 E Broad St | Columbus, OH 43203

EMAIL: nmerino@fpconservatory.org ATTN: Naomi Merino

☐ PRESENTING SPONSOR $50,000

- Mention in media releases
- Top logo placement: save-the-date, website, invitation, program, day-of signage
- Logo on event step-and-repeat
- Verbal recognition at the event
- Priority seating at luncheon for up to 20 (two tables of 10)
- Opportunity to purchase additional table(s) at $ 5,000/table

FAIR MARKET VALUE $3,000

☐ GRAND MARQUEE SPONSOR $30,000

- Prominent logo on save-the-date, website, invitation, program, day-of signage
- Logo on event step-and-repeat
- Verbal recognition at the event
- Priority seating at luncheon for 20 (two tables of 10)

FAIR MARKET VALUE $3,000

☐ COCKTAIL PARTY SPONSOR $25,000

- Logo recognition on event save-the-date, website, invitation and program
- Prominent logo placement on signage at pre-luncheon Cocktail Party
- Verbal recognition at the event
- Priority seating at luncheon for up to 20 (two tables of 10)

FAIR MARKET VALUE $3,000

☐ SUPPORTING SPONSOR $20,000

- Logo recognition: save-the-date, website, invitation, program, day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

☐ CHAMPAGNE SPONSOR $20,000

- Exclusive naming recognition as the official Champagne Sponsor of *Hat Day*
- Prominent logo placement near champagne station and on cocktail napkins
- Logo recognition on event save-the-date, website, invitation, program, and day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

☐ PHOTOGRAPHY SPONSOR $20,000

- Exclusive naming recognition as the official Photography Sponsor of *Hat Day*
- Tagged on all event photography posted by the Conservatory
- Logo on event step-and-repeat
- Recognition in photography area signage and in post-event communications
- Opportunity to provide branded photo keepsakes to be determined and agreed upon by sponsor and Conservatory
- Logo on save-the-date, website, invitation, program and day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

☐ DESSERT SPONSOR $20,000

- Exclusive naming recognition as the official Dessert Sponsor of *Hat Day*
- Opportunity to offer a custom dessert with logo recognition on dessert or dessert packaging
- Featured mention in event program and menu
- Logo on save-the-date, website, invitation, program, day-of signage
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

☐ PLATINUM SPONSOR $12,500

- Logo recognition on event invitation, program and day-of signage
- Name recognition on website and save-the-date
- Verbal recognition at the event
- Priority seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

☐ GOLD TABLE SPONSOR $7,000

- Name recognition on event invitation, program, and website
- Seating at luncheon for 10 (one table)

FAIR MARKET VALUE $1,500

☐ BENEFACTOR $3,500

- Name recognition on event invitation, program and website
- Four seats at luncheon

FAIR MARKET VALUE $600

NAME: _____

Print your name as you would like it to appear for recognition purposes.

CONTACT PERSON: _____ COMPANY: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

PLEASE INDICATE PAYMENT PREFERENCE

☐ PLEASE INVOICE ☐ CHECK ENCLOSED, PAYABLE TO: **FRIENDS OF THE CONSERVATORY** ☐ CREDIT CARD

(To pay by credit card, please e-mail Naomi Merino at nmerino@fpconservatory.org to receive a payment link.)

According to IRS rules, donors making contributions through charitable foundations, donor advised funds or IRA distributions are prohibited from receiving a personal benefit (such as event tickets). The fair market value of benefits received should be remitted separately. Event seats are valued at $150 each.

By attending Hat Day, guests grant permission to be photographed or filmed for promotional purposes. Hat Day is a 21+ event.









Chapeaux
Jardin
