



The 27th Annual
**ROSE GARDEN
PARTY 2024**

SPONSORSHIP OPPORTUNITIES

**THURSDAY, JUNE 27th | 5:30 P.M. TO 9:30 P.M.
JAMES P. KELLEHER ROSE GARDEN • BACK BAY FENS**

STOP & SMELL THE ROSES

AT BOSTON'S 27th ANNUAL ROSE GARDEN PARTY.

On Thursday evening, June 27th, you are cordially invited to stop and smell the roses at Boston's 27th 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 go toward funding ParkARTS, which provides free family programming in neighborhood parks throughout Boston. From concerts and movies to arts & crafts workshops and festivals, these localized activities bring joy to tens of thousands of families each year and help bring our communities closer together.

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



The 27th Annual ROSE GARDEN PARTY

2024 SPONSORSHIP LEVELS

TITLE SPONSOR [SOLD]

SHURCLIFF \$50,000

- 12 Rose Garden Party tickets and reserved tables
- Logo inclusion in event video presentation
- Choice of 2 Premium Perks
- Dominant logo positioning on event entrance signage, table tents, and event program

GRANDIFLORA \$25,000

- 12 Rose Garden Party tickets and reserved tables
- Logo inclusion in event video presentation
- Choice of 1 Premium Perk
- Dominant logo positioning on event entrance signage, table tents, and event program

HYBRID TEA \$20,000

- 12 Rose Garden Party tickets
- Logo inclusion in event video presentation
- Dominant logo positioning on event entrance signage, table tents, and event program

FLORIBUNDA \$15,000

- 10 Rose Garden Party tickets
- Prominent logo positioning on event entrance signage, table tents, and event program

POLYANTHA \$10,000

- 8 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

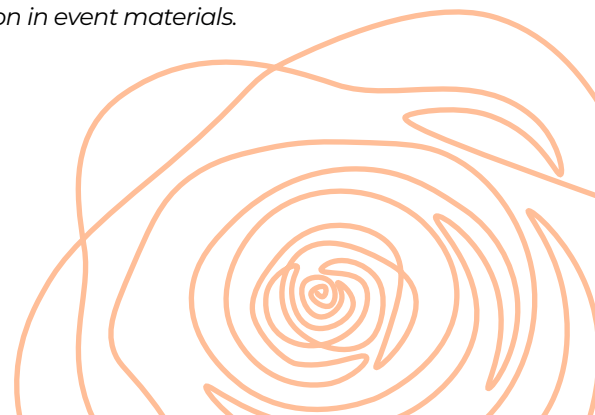
- 2 Rose Garden Party tickets
- Name listed in event program

PREMIUM PERKS

- 2 additional tickets to the Rose Garden Party
- Behind-the-scenes guided tour for up to 12 people of the Kelleher Rose Garden
- Behind-the-scenes guided tour for up to 12 people of the Boston Public Garden
- Behind-the-scenes tour for up to 12 people of the Boston Parks Ranger Mounted Unit horse stables with a 'Horse-of-Course' class led by a Boston Park Ranger

Sponsors must meet the deadline of May 15 for logo inclusion in event materials.

For any questions, please contact
maureen.mcquillen@boston.gov or (617) 635-4032.



The 27th Annual ROSE GARDEN PARTY 2024

THURSDAY, JUNE 27th | 5:30 P.M. TO 9:30 P.M.
JAMES P. KELLEHER ROSE GARDEN • BACK BAY FENS

Thank you for supporting ParkARTS with your sponsorship of the 27th 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# 04-2784811) is an IRS-recognized charitable organization. Donations are tax deductible to the extent allowed by law.

OUR BOUQUET OF SPONSORSHIP TIERS

TITLE SPONSOR	[SOLD]	POLYANTHA	\$10,000
SHURCLIFF	\$50,000	DAMASK	\$5,000
GRANDIFLORA	\$25,000	CENTIFOLIA	\$2,500
HYBRID TEA	\$20,000	AYRSHIRE	\$1,250
FLORIBUNDA	\$15,000		



READY TO PLEDGE?

Scan the QR code, and you will be directed to our online sponsorship form.

Sponsors must meet the deadline of **May 15** for logo inclusion in event materials.

For any questions, please contact maureen.mcquillen@boston.gov or (617) 635-4032.

To learn more visit boston.gov/rose-garden-party



City of Boston
Parks and Recreation