

# Laurel Historical Society

## Sponsorship & Annual Partnership Program

The mission of the Laurel Historical Society is to deepen the understanding of the past and cultural heritage of Laurel, Maryland, to connect and inspire, for today and the future. We welcome more than 1,500 visitors per year to the historic Laurel Museum and connect with more than 5,000 virtual visitors annually. We are a small community museum and archives with dynamic leadership, mission-driven programs, and community-centered outreach.

Our signature event is the **Annual Gala**, featuring delectable food, festive drinks, an auction of unique experiences and gifts, and special performances. On alternating years, we host a tour through historic Laurel showcasing the beautiful homes and gardens on the **Holiday House Tour** (odd years) and **Garden Tour** (even years). The **McCeney March** is a memorial 5K fundraiser in support of educational activities.

We invite you to **join us as Annual Partners today** to enjoy special benefits and access to individual events throughout the year. When every dollar counts, we hope that you find this investment worthwhile for your business and for the community in which you serve. We are happy to work with you to customize an appropriate sponsorship package and payment schedule. We look forward to welcoming you as a sponsor of the Laurel Historical Society!

View current sponsors, payment options, and additional information online at [www.laurelhistoricalsociety.org](http://www.laurelhistoricalsociety.org)



*Archaeology Summer Camp*



*VIP Exhibit Opening Reception*



*Native Plants Gardens*



*Volunteer Reception*



*Docent Training*



*Scholarship Winners*

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### Step 1 - Select Your Annual Partnership Opportunity *(or continue to Step 2)*

<i>Check box above column for selection.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Ruby Annual \$10,000</b>	<b>Diamond Annual \$5,500</b>	<b>Platinum Annual \$3,500</b>	<b>Gold Annual \$2,500</b>	<b>Silver Annual \$1,500</b>	<b>Bronze Annual \$500*</b>
One-year membership	10 employees	10 employees				
Company name and link in e-newsletter	☼	☼	☼			
Company literature available at Museum	☼	☼	☼			
Company name in printed newsletter	☼	☼	☼	☼		
Tour of the Museum	Behind the scenes for 10 employees	Behind the scenes for 10 employees	Group tour of galleries	Group tour of galleries		
Automatic webinar registration	☼	☼	☼	☼	☼	
Company advertising on website	Name Logo Link	Name Logo Link	Name Logo Link	Name Link	Name	Name
Annual Gala Benefits	Historian	Archivist	Chronicler	Registrar	Curator	Technician
Garden Tour/ House Tour Benefits	Gardener	Gardener	Cultivator	Cultivator	Botanist	Landscaper
McCeney March Benefits	Guide	Guide	Stroller	Stroller	Pedestrian	Marcher

*\*Individual/Family only*

### Step 2 - Select Your Individual Event Sponsorship *(optional)*

#### Gala Sponsorship Levels

<i>Check box above column for selection.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Presenting \$10,000</b>	<b>Historian \$5,000</b>	<b>Archivist \$3,500</b>	<b>Chronicler \$2,500</b>	<b>Registrar \$1,500</b>	<b>Curator \$750</b>	<b>Technician \$300</b>
Event listed as "Presented by [Company Name]" in all marketing	☼						
Reserved table seating	☼						
Company logo featured in photo panel for arrival photos (only one logo)	☼						
Social media post highlighting the company	☼	☼					
Tickets to the Annual Gala	2 Full Tables	1 Full Table	6 tickets	4 tickets	2 tickets	1 ticket	1 ticket
Complimentary wine bottles	4 champagne	2 champagne	1 wine	1 wine			
Acknowledgement in Opening Remarks	☼	☼	☼	☼	☼	☼	
Placement on ALL sponsor signage at event	☼	☼	☼	☼	☼	☼	☼
Newsletter, website, and social media recognition	☼	☼	☼	☼	☼	☼	☼
Ad in Gala commemorative booklet	Full Page Color	Full Page Color	Full Page B/W	Full Page B/W	Half Page B/W	Business Card B/W	Business Card B/W
LHS Business/Family Membership	3 years	3 years	2 years	2 years	1 year	1 year	

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### Garden/House Tour Sponsorship Levels

<i>Check box above column for selection.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Gardener/ Decorator \$1,000</b>	<b>Cultivator/ Creator \$500</b>	<b>Botanist/ Beautifier \$250</b>	<b>Landscaper/ Designer \$100</b>	<b>Grower/ Stager \$50</b>
Tour tickets	6 tickets	4 tickets	2 tickets	1 Ticket	1 Ticket
Placement on ALL sponsor signage displayed at the event	☼	☼	☼	☼	☼
Logo or name on Tour map	Large logo	Medium logo	Logo/Name	Name	Name
Thank you on LHS website and social media	Large logo	Medium logo	Logo/Name	Name	
LHS Business/Family Membership	1 year	1 year	1 year		

### McKenney March Sponsorship Levels

<i>Check box above column for selection.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Guide \$1,000</b>	<b>Stroller \$500</b>	<b>Pedestrian \$250</b>	<b>Marcher \$100</b>	<b>Walker \$50</b>
Event registration	6 registrations	4 registrations	2 registrations	1 registration	1 registration
Placement on ALL sponsor signage displayed at the event	☼	☼	☼	☼	☼
Logo or name on Tour map	Large logo	Medium logo	Logo/Name	Name	Name
Thank you on LHS website and social media	Large logo	Medium logo	Logo/Name	Name	
LHS Business/Family Membership	1 year	1 year	1 year		



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### Step 3 - Select Your Advertisements for the Gala Booklet

Your advertisement will be displayed in the Gala Booklet.

- ☐ \$1000 (color) 4½w x 7½h Inside Cover ☐ Front or ☐ Back
- ☐ \$750 (B/W) 4½w x 7½h Inside Cover ☐ Front or ☐ Back
- ☐ Full Page: 4½w x 7½h \$450 (B/W)
- ☐ Half Page: 4½w x 3¼h \$250 (B/W)
- ☐ Business Card \$75 (B/W)

### Step 4 - Select Your Annual Charitable Support Level *(optional)*

Charitable contributions entitle you to Membership privileges in the Society and 85% of your contribution is tax-deductible.

- ☐ \$2,500 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ Other: \$\_\_\_\_\_

### Step 5 - Donate to our Silent Auctions *(optional)*

In-kind donations support Silent Auctions at our: Gala, Garden and House Tours. Desired items: gift cards/certificates, themed baskets, entertainment tickets, vacation rentals, company services, luxury goods, gourmet food or fine wine, beer, and spirits, and experiences.

- ☐ Item enclosed ☐ Item to be delivered ☐ Pickup requested

Retail value: \$\_\_\_\_\_

Name of Contact:

\_\_\_\_\_

Name to appear on all materials/memberships:

\_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_ Home/Office Phone: \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Please make checks payable to: **The Laurel Historical Society**, P.O. Box 774, Laurel, MD 20725-0774

Online payments may be made at <https://www.laurelhistoricalsociety.org/donations.html>

Notes: \_\_\_\_\_

All business and individual sponsorship proceeds benefit operational costs for the Laurel Historical Society so that we may continue to help fund initiatives such as our changing exhibits, educational programs, children's activities, and webinars, which we provide free to all. LHS reserves the right to change or reschedule events as necessary and Program Partners understand that some benefits may change as a result.

The Laurel Historical Society is a private 501 (c)(3) nonprofit. Our tax ID number is 52-1713516.

Your donations may be tax-deductible to the full extent allowed by law.

Laurel Historical Society, 817 Main Street, Laurel, MD 20707  
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