



St Thomas Lawrence 1776 (c. 1800)
The Statues in the Gallery
1800
Oil on canvas
100 x 100
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SALISBURY

HOUSE  GARDENS

2024 Sponsorship Packet

An American Castle

Preserving History

Salisbury House was built in the 1920s by the Weeks family. They based the property on one they saw in Salisbury, England - what was then King's House and is now The Salisbury Museum. Inspired, they salvaged architectural elements from the town of Salisbury and the surrounding area, with some materials dating as far back as the 1300s. They collected antique art and furniture to match the aesthetic of their home, while also acquiring a sizable modern art collection through contemporaries and friends.



Sharing the Weeks Legacy

The Salisbury House project was funded by the fortune Carl Weeks grew as an early cosmetic's mogul and developer of "cold cream powder" - what is now referred to as makeup foundation. His wife, Edith, had an Art History degree from the University of Michigan. These two built and filled their home with the intention of recreating a traditional English manor. Once they become aware of the fact that the property would not be able to stay with their family, the house and collection were sold with the intention that the property became a resource for central Iowa.



Enriching Local Culture

For 25 years, Salisbury House Foundation has been showcasing the property and collection through tours, private rental opportunities, and its own public programs and events. We do all of this with our mission in mind, blending our goals of sharing Salisbury House's and the Weeks family's histories while giving our community opportunities to "uniquely gather".

By sponsoring a Salisbury House event, you further our ability to accomplish our mission and engage with our community in more creative ways year after year.



Salisbury House Foundation Mission:

To preserve, interpret, and share the international significance of Salisbury House and its collections as a historic house museum for the educational and cultural benefit while serving as a **unique community gathering place.**



the Garden Party



WHEN: Sunday, June 9th | 11:00 AM - 3:00 PM

TICKET PRICE: \$125

ANNUAL ATTENDANCE: Approx. 200

TYPICAL AUDIENCE: Women ages 35+, young professionals, outdoorsy folks, and our South of Grand neighbors

It's brunch on the terrace, bottomless mimosas, and playing croquet in Salisbury's formal English gardens - an easy, breezy way to spend a Sunday afternoon. The house is open for attendees to explore, live music is performed in the garden, and there are a couple hands-on activities for folks to partake in (past activities have included perfume making, a scavenger hunt, and a pop-up "Scent Shop" with Candle Bar DSM).

GARDEN PARTY EXCLUSIVE: TABLE SPONSOR | \$800

- Six tickets to the event and a table reserved for your party
- Signage at your table designating you as a sponsor
- Recognition in SHF's 2024 Annual Report

OUR 2023 THE GARDEN PARTY SPONSORS:

PRESENTING SPONSOR: 

SUPPORTING SPONSOR:
JACKIE & BILL ROMP

Please contact Emily at ecoffey@salisburyhouse.org if you are interested in becoming a sponsor.

Sponsorship Levels

SUPPORTING | \$1,000

- Your name featured on the Salisbury House website and in event-related email communications including the thank you email blast
- Two tickets to the event
- Your name featured on the printed sponsor board and the printed event programs
- Your name featured in Salisbury House's printed summer newsletter *
- Recognition in Salisbury House Foundation's 2024 Annual Report
- Your name featured in Salisbury House's 2025 Sponsorship Packet

SUSTAINING | \$2,500

All the perks of a Supporting Sponsor plus...

- Six tickets to the event with a table reserved for your party *^
- Signage at your table designating you as a sponsor *

LEGACY | \$7,500

All the perks of a Supporting Sponsor, Sustaining Sponsor, plus...

- Features on Salisbury House social media platforms and on thank you letters mailed to sponsors, attendees, and donors
- Your logo featured on the Salisbury House website and on the printed event sponsor board ^
- Eight tickets to the event and a larger table reserved for your party *^

PRESENTING | SOLD TO

All the perks of a Supporting Sponsor, Sustaining Sponsor, Legacy Sponsor, plus...

- Listed as presenting sponsor in all media correspondence and publications
- A feature in press releases, community calendars, save the date mailings, event invitations, and event welcome signage
- A mention in the event remarks *
- Your logo featured in event related email communications, Salisbury House's printed newsletter, event programs, and the 2025 Sponsorship Packet ^
- Twelve tickets to the event and two tables reserved for your party *^

* Designates a The Garden Party specific benefit
^ Designates a benefit upgrade





ghoulish gala

WHEN: Saturday, October 19th | 6:00 PM - 12:00 AM

TICKET PRICE: \$150

ANNUAL ATTENDANCE: 150 - Always sells out!

TYPICAL AUDIENCE: Ages vary widely but skew younger, several “Salisbury House Newbies”, and adventurous types



Attendees drift through Salisbury House’s historic halls, discovering startling surprises and exciting entertainment at every twist and turn. There’s axe throwing, cryptic puzzles, fortune telling, and other spellbinding activities. The night closes out with a legendary dance party sure to move even the most stoic of vampires out of their coffins.

OUR 2023 GHOULISH GALA SPONSORS:

PRESESNTING SPONSOR: 

SUPPORTING SPONSORS:

CARPE FACTUM

JACKIE & BILL ROMP

SCOTTISH RITE CONSISTORY



Sponsorship Levels

SUPPORTING | \$1,000

- Your name featured on the Salisbury House website and in event-related email communications including the thank you email blast
- Two tickets to the event
- Your name featured on the printed sponsor board and the printed event programs
- Your name featured in Salisbury House’s printed end of the year newsletter *
- Recognition in Salisbury House Foundation’s 2024 Annual Report
- Your name featured in Salisbury House’s 2025 Sponsorship Packet

SUSTAINING | \$2,500

All the perks of a Supporting Sponsor, plus..

- Features on Salisbury House social media platforms and on thank you letters mailed to sponsors, attendees, and donors
- Your logo featured on the Salisbury House website and on the printed event sponsor board ^
- Four tickets to the event ^

PRESENTING | \$5,000

All the perks of a Supporting Sponsor and Sustaining Sponsor, plus...

- Listed as presenting sponsor in all media correspondence and publications
- A feature in press releases, community calendars, event invitations, and event welcome signage
- Your logo featured in event related email communications, Salisbury House’s printed newsletter, event programs, and the 2025 Sponsorship Packet ^
- Six tickets to the event *^

* Designates a Ghoulish Gala specific benefit
^ Designates a benefit upgrade



HOLLY & IVY

WHEN: Saturday, Dec. 7th & Sunday, Dec. 8th | 10:00 AM - 4:00 PM

TICKET PRICE: \$25 Presale | \$28 At the Door

ANNUAL ATTENDANCE: Ave. 750

TYPICAL AUDIENCE: Young families, historic property enthusiasts, fans of hygge, and senior living communities

Salisbury House's halls are decked by some of the finest decorators in central Iowa, and Holly & Ivy attendees decide the winners of this festive design contest. While they're at it, they can visit with Santa, get a professional photo taken for their holiday card, enjoy a treat at a pop-up café in the Historic Garage, and participate in an add-on workshop (2023 had Wreath Making and Charcuterie 101).

OUR 2023 HOLLY & IVY SPONSORS:

PRESENTING SPONSOR: 

SUSTAINING SPONSOR:

POLK COUNTY BOARD OF SUPERVISORS

SUPPORTING SPONSORS:

IRON HORSE WEALTH MANAGEMENT

DAVID & MERRILEE LUNDQUIST

JACKIE & BILL ROMP



Sponsorship Levels

SUPPORTING | \$500

- Your name featured in event-related email communications including the thank you email blast
- Two tickets to the event
- Your name featured on the printed sponsor board
- Recognition in Salisbury House Foundation's 2024 Annual Report
- Your name featured in Salisbury House's 2025 Sponsorship Packet

SUSTAINING | \$1,000

All the perks of a Supporting Sponsor plus...

- Your name featured on the Salisbury House website and the printed event programs
- Four tickets to the event ^

LEGACY | \$2,500

All the perks of a Supporting Sponsor, Sustaining Sponsor, plus...

- Features on Salisbury House social media platforms and on thank you letters mailed to sponsors, attendees, and donors
- Your logo featured on the Salisbury House website ^
- Six tickets to the event ^
- Two tickets to an add-on workshop of your choice *

PRESENTING | \$5,000

All the perks of a Supporting Sponsor, Sustaining Sponsor, Legacy Sponsor, plus...

- Listed as presenting sponsor in all media correspondence and publications
- A feature in press releases, community calendars, save the date mailings, and event welcome signage
- Your logo featured in event related email communications, on the Salisbury House website, printed event sponsor board, and the 2025 Sponsorship Packet ^
- Ten tickets to the event ^*

* Designates a Holly & Ivy specific benefit
^ Designates a benefit upgrade



Other Opportunities

Event Partnership

Salisbury House Foundation is always on the lookout for organizations and vendors to develop relationships with. Past partners have included catering companies, DJs, wedding planners/designers, and photographers. To begin discussing a possible partnership, contact Emily at ecoffey@salisburyhouse.org.

Shakespeare on the Lawn

This joint fundraiser with Iowa Stage Theatre Company draws in over 1,500 attendees every year for five nights of performances. With the house’s façade and the talented production, the audience is transported back in time. Being a partner event, SOTL has its own sponsorship packet. To receive a copy, please contact Keshia at kmeissner@salisburyhouse.org.

Spirits & Sparkles

This event debuted December 1st, 2023 and was a dazzling success! Folks came in their “holiday best” - however they chose to interpret it - and enjoyed live Jazz in the Common Room, drag performances and a rockin’ dance party in the Historic Garage, and the opportunity to see Salisbury House’s holiday decorations after dark. This event will be returning in 2024, and we are looking for a an organization to be its sole sponsor. If interested, please contact Emily at ecoffey@salisburyhouse.org.

Gatsby Gala

“And I like large parties. They’re so intimate. At small parties there isn’t any privacy.” Jordan Baker from [The Great Gatsby](#).

It’s almost time once again to party like Gatsby and company - with a large, intimate gathering on the Salisbury House lawn. This beloved event will be returning in 2025 (and won’t come back around until 2030), with proceeds going toward Salisbury House Foundation’s endowment. Sponsorship packets will be going out later this year - to make sure you’re on the mailing list email Keshia at kmeissner@salisburyhouse.org.



Sponsorship Form

General Information

Contact Name: _____ Representing: _____

Address: _____ City: _____ St: _____ Zip: _____

Email: _____ Phone: _____

How you would like to be listed: _____

Select Your Sponsorship(s)

The Garden Party

- ☐ Table Sponsor (\$800) ☐ Supporting Sponsor (\$1,000) ☐ Sustaining Sponsor (\$2,500)
- ☐ Legacy Sponsor (\$7,500) ☒ Presenting Sponsor (SOLD)

Ghoulish Gala

- ☐ Supporting Sponsor (\$1,000) ☐ Sustaining Sponsor (\$2,500) ☐ Legacy Sponsor (\$5,000)
- ☐ Presenting Sponsor (\$10,000)

Holly & Ivy

- ☐ Supporting Sponsor (\$500) ☐ Sustaining Sponsor (\$1,000) ☐ Legacy Sponsor (\$2,500)
- ☐ Presenting Sponsor (\$5,000)

TOTAL AMOUNT: _____

Request Additional Sponsorship Information

- ☐ Please send me a copy of the Shakespeare on the Lawn Sponsorship Packet when it is available
- ☐ Please send me a copy of the Gatsby Gala Sponsorship Packet when it it available

Last Steps

Please make the check payable to Salisbury House Foundation (if you would like to use a different payment method, please reach out to contactus@salisburyhouse.org), and mail it along with this form to:

Salisbury House Foundation
4025 Tonawanda Drive
Des Moines, IA 50312

Once we have received your Sponsorship Form and payment, you will be contacted about any sponsorship benefits that require additional information such as logos, ticket holders, etc.



SALISBURY HOUSE FOUNDATION
PRESERVING HISTORY, LEGACY, AND CULTURE



4025 Tonawanda Drive, Des Moines, IA 50312
salisburyhouse.org | (515) 274 - 1777

Cover photo taken by Dazzleriot