



2025 SPONSORSHIP OPPORTUNITIES

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THE GARDEN PARTY
GATSBY GALA

SALISBURY
HOUSE  GARDENS

The Garden Party

It's brunch on the terrace, bottomless mimosas, and playing croquet in the Salisbury House formal 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 yard games and hands-on activities for guests to partake in (past activities have included perfume making, a scavenger hunt, and a build-your-own-bouquet flower bar).

The Garden Party raises funds to support the mission of Salisbury House Foundation and since its inception in 2021 has raised nearly \$50,000.

Due to the receipt of goods and services, only a portion of your sponsorship may be tax deductible; a tax letter will be administered after the event detailing the portion of your sponsorship that is tax deductible.

WHEN:

Sunday, June 8, 2025 | 11:00 AM - 3:00 PM

DRESS CODE & THEME:

Garden party attire includes hats and fascinators, flowy sundresses, breathable fabrics like linen and cotton, floral patterns, and bright pastels. This year's theme is French Coastal Country.



THANK YOU TO OUR 2024 GARDEN PARTY SPONSORS!

emc[™]
INSURANCE

HOMESTEADERS LIFE COMPANY

HONEY & JOY EVENTS

2025 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	PRESENTING \$10,000	PATRON \$5,000	SUSTAINING \$2,500	TABLE \$1,000
Estimated tax deductible amount	\$9,100	\$4,230	\$1,995	\$305
PRE-EVENT RECOGNITION				
Mentioned as the presenting sponsor in all media correspondence and publications	X			
Featured on event fliers	X			
Featured in press releases and all community calendars	X			
Featured on any event save the date mailings	X			
Prominently featured on event invites	X			
Featured on SHF Facebook and Instagram	X			
Featured on Garden Party 2025 event page	LOGO	LOGO	X	
Featured on all email communications	LOGO	LOGO	X	
EVENT RECOGNITION & BENEFITS				
Featured on welcome signage	LOGO			
Mentioned in event remarks	X			
Table Signage	X	X		X
Featured on sponsor board	LOGO	LOGO	X	X
Will receive designated amount of tickets to the event	6	6	4	6
Featured on event programs	LOGO	LOGO	X	
POST-EVENT RECOGNITION				
Featured on event thank you correspondence	X	X		
Featured in the 2026 Garden Party sponsorship guide	LOGO	X	X	
Featured in the thank you email blast	LOGO	LOGO	X	
Listed in Salisbury House newsletter	X	X	X	
Listed in Salisbury House Foundation's 2025 Annual Report	X	X	X	X

GATSBY GALA

This summer we are celebrating Salisbury House's centennial in style with the long awaited return of Gatsby Gala. Spend an evening under the stars enjoying dinner, dancing, and a bar stocked with prohibition-era cocktails. Gatsby Gala is now a quinquennial event, taking place every five years, and will not return until 2030.

Proceeds from this event benefit Salisbury House Foundation's endowment with an established fundraising goal of \$100,000 in celebration of 100 years of Salisbury House.

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PREVIOUS SPONSORS INCLUDE:

BANKERS TRUST

EMC REINSURANCE

FARMERS MUTUAL HAIL

ILES FUNERAL HOMES

JOSEPH'S JEWELERS

LEGACY FINANCIAL GROUP

NCMIC GROUP

SIMONSON & ASSOCIATES

WHEN:

Saturday, August 23, 2025 | 6:00 PM - 12:00 AM

DRESS CODE:

Attire should be formal and of the era - feathers, fedoras, and flapper dresses are encouraged!



2025 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	DIAMOND \$15,000	PLATINUM \$7,500	GOLD \$2,500	SILVER \$1,500	CHAMPAGNE \$500
Estimated tax deductible amount	\$12,500	\$6,150	\$1,550	\$1,000	\$400
PRE-EVENT RECOGNITION					
Mentioned as the presenting sponsor in all media correspondence and publications	X				
Featured on event fliers	X				
Featured in press releases and all community calendars	X				
Featured on any event save the date mailings	X				
Prominently featured on event invites	X				
Featured on SHF Facebook and Instagram	X				
Featured on 2025 Gatsby Gala webpage	LOGO	LOGO	X	X	X
Featured on all email communications	LOGO	LOGO	X	X	
Featured on large scale banner at main entrance for month leading up to event	LOGO	X			
EVENT RECOGNITION & BENEFITS					
Featured on welcome signage	X				
Mentioned in event remarks	X				
Table Signage	X	X			
Featured on sponsor board	LOGO	LOGO	X	X	X
Will receive designated amount of tickets to the event	8	6	4	2	
Featured on event programs	LOGO	LOGO	X		
Ability to purchase discounted tickets	MAX 6	MAX 4	MAX 2		
POST-EVENT RECOGNITION					
Featured on event thank you correspondence	X	X			
Featured in the 2030 Gatsby Gala sponsorship guide	LOGO	X	X		
Featured in the thank you email blast	LOGO	LOGO	X		
Featured in Salisbury House newsletter	LOGO	X	X		
Listed in Salisbury House Foundation 2025 Annual Report	X	X	X	X	X

Salisbury House Foundation 2025 Sponsorship Commitment Form



GENERAL INFORMATION

Contact Name: _____ Company Name: _____

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

Email: _____ Phone: _____

How you would like to be listed: _____

Website: _____ Social Handle: @_____

SPONSORSHIP(S) & PAYMENT INFORMATION

THE GARDEN PARTY

- Presenting Sponsor (SOLD)
- Patron Sponsor (\$5,000)
- Sustaining Sponsor (\$2,500)
- Table Sponsor (\$1,000)
- Additional Gift of \$ _____

GATSBY GALA

- Diamond Sponsor (\$15,000)
- Platinum Sponsor (\$7,500)
- Gold Sponsor (\$2,500)
- Silver Sponsor (\$1,500)
- Champagne Sponsor (\$500)
- Additional Endowment Gift of \$ _____

Total Amount: _____

I/We will fulfill this sponsorship via:

- Cash Check Donor Advised Fund Credit Card (includes processing fee)

If paying by card, we will contact you via the phone number listed for payment after receiving this form. If paying by check, please make it payable to Salisbury House Foundation 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, tickets, etc.

LAST STEPS

Sign below to endorse your sponsorship.

X _____ **DATE** _____



SALISBURY HOUSE FOUNDATION
PRESERVING HISTORY, LEGACY, AND CULTURE



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

Cover photo by Nicole Laing Photography