

Park After Dark

SPONSORSHIP FACT SHEET

Cheers to **10** Years

Park After Dark

The annual fundraiser for the
C&O Canal National Historical Park

Saturday, September 16, 2017

6:00 p.m.

Featuring

Music by the **19th Street Band**

Food by **Corcoran Caterers**

at the Historic Great Falls Tavern

11710 MacArthur Boulevard, Potomac, Maryland

Join us as we raise a glass to the C&O Canal Trust's 10th anniversary at our annual Park After Dark event. This fundraiser is held each year to benefit the C&O Canal National Historical Park.

In 2016, the C&O Canal Trust raised \$90,000 at this event, money that helps preserve the Park's historical, natural, cultural, and recreational resources. Trust programs such as Towpath Forever, Canal Classrooms, and Canal Quarters assist the Park in meeting needs not covered by federal appropriations, to keep the Park safe and enjoyable for today's guests and for future generations.

Park After Dark is a unique event held under the stars at the beautiful Historic Great Falls Tavern at the Park. Attendees kick back and enjoy live music, dancing, great food, libations, unique auction items, a campfire, and much more! Each year, the event hosts approximately 300 Canal lovers, made up of both sponsors and ticket buyers.

The William O. Douglas Stewardship Award and the Canal Pride Volunteer Service Award are also presented during the evening.

Contact: Patricia Barber,
Director of Development
barber@canaltrust.org, 301-745-8880



Park After Dark

SPONSORSHIP OPPORTUNITIES

Cheers to **10** Years

Canal Visionary (\$10,000+)

- Presenting Sponsor
- Eight tickets to VIP Reception, hosted by Park Superintendent Kevin Brandt
- Eight tickets to attend Park After Dark with reserved seating
- Prominent logo on pre-event signage and banner*
- Prominent logo in Park After Dark program*
- Prominent logo on event signage
- Prominent logo on C&O Canal Trust website
- Prominent logo in the October issue of C&O Canal Connection, the monthly e-newsletter
- Prominent logo in the Fall issue of the C&O Canal Quarterly print newsletter
- Name recognition in media releases and on our yearly Honor Roll of Donors



Canal Explorer (\$5,000-\$9,999)

- Four tickets to VIP Reception, hosted by Park Superintendent Kevin Brandt
- Four tickets to attend Park After Dark with reserved seating
- Prominent logo on pre-event signage and banner*
- Prominent logo in Park After Dark program*
- Prominent logo on event signage
- Prominent logo on C&O Canal Trust website
- Prominent logo in the Fall issue of the C&O Canal Quarterly print newsletter
- Name Recognition in the October issue of C&O Canal Connection, the monthly e-newsletter
- Name recognition in media releases and on our yearly Honor Roll of Donors



Canal Traveler (\$2,500-\$4,999)

- Two tickets to attend Park After Dark, reserved seating
- Logo on pre-event signage and banner*
- Logo in Park After Dark program*
- Logo on event signage
- Logo on C&O Canal Trust website
- Logo in the October issue of C&O Canal Connection, the monthly e-newsletter
- Name in the Fall issue of the C&O Canal Quarterly print newsletter
- Name recognition in media releases
- Name recognition on our yearly Honor Roll of Donors



* if confirmed by August 1, 2017

10th Anniversary Sponsor (\$1,500 - \$2,499)

- Two tickets to attend Park After Dark, reserved seating
- Name recognition on pre-event signage and banner*
- Name recognition in Park After Dark program*
- Name recognition on event signage
- Name recognition on C&O Canal Trust website
- Name recognition in the October issue of C&O Canal Connection, the monthly e-newsletter
- Name recognition in the Fall issue of the C&O Canal Quarterly print newsletter
- Name recognition in media releases
- Name recognition on our yearly Honor Roll of Donors

* if confirmed by August 1, 2017

UNDERWRITING OPPORTUNITIES

**EXTRA
VISIBILITY!**

When you become an Underwriting Sponsor, you receive the same benefits of Sponsorship Level indicated, as well as special signage on or near the item you are underwriting on the night of the event for only \$500 more.



Buffet Sponsor: \$5,500
(Canal Explorer level benefits)

Entertainment Sponsor: \$3,000
(Canal Traveler level benefits)

Libations Sponsor: \$3,000
(Canal Traveler level benefits)



Mule Visit Sponsor: \$2,000
(10th Anniversary Sponsor level benefits)

Décor Sponsor: \$2,000
(10th Anniversary Sponsor level benefits)



This is a rain or shine event. Tickets are non-refundable.

CONTACT INFORMATION

To reserve your sponsorship package, please fill out the attached form and return it to:

Patricia Barber, Director of Development
barber@canaltrust.org
301-745-8880
www.CanalTrust.org

Checks can be mailed to:
C&O Canal Trust
1850 Dual Highway, Suite 100
Hagerstown, MD 21740



Park After Dark SPONSORSHIP FORM

Cheers to **10**
Years

YES! I/WE want to become a 2017 Sponsor of Park After Dark!

Sponsorship Levels (A portion of sponsorships may be tax-deductible to the fullest extent of the law.)

<input type="checkbox"/> Canal Visionary	\$10,000+
<input type="checkbox"/> Canal Explorer	\$5,000+
<input type="checkbox"/> Canal Traveler	\$2,500+
<input type="checkbox"/> 10th Anniversary Sponsor	\$1,500+

Underwriting Opportunities (A portion of underwriting may be tax-deductible to the fullest extent of the law.)

<input type="checkbox"/> Buffet Sponsor	\$5,500	<input type="checkbox"/> Libations Sponsor	\$3,000
<input type="checkbox"/> Entertainment Sponsor	\$3,000	<input type="checkbox"/> Mule Visit Sponsor	\$2,000
<input type="checkbox"/> Dessert Sponsor	\$3,000	<input type="checkbox"/> Décor Sponsor	\$2,000

Please choose one:

- Please charge my sponsorship of \$_____ to my credit card.
 A check made payable to the C&O Canal Trust is enclosed.
 Please send an invoice for \$_____ to my attention, to be paid by September 1, 2017.

Please provide the following information:

Sponsor Name (as you would like to be listed) _____
Contact Person _____
Address _____
City _____ State _____ Zip _____
Contact Email _____ Contact Phone Number _____
Credit card _____ Expiration _____
Signature _____

Additional tickets for sponsors and underwriters at \$200 each _____ (to round out a table of 8)
Additional reserved tickets above 8 at \$250 each _____

Please make your check payable to C&O Canal Trust.

The deadline for promotional inclusion is August 1, 2017. Final deadline is August 31, 2017.

Return this form and pledge or payment to:

Patricia Barber, Director of Development, barber@canaltrust.org, 301-745-8880.

C&O Canal Trust, 1850 Dual Highway, Suite 100, Hagerstown, MD, 21740.

Website: www.canaltrust.org



**Thank you for
your support!**

The C&O Canal Trust is the official nonprofit partner of the C&O Canal National Historical Park and is a 501(c)(3) organization.
This is a rain or shine event. Tickets are non-refundable.