

PRESIDENT LINCOLN'S COTTAGE PRESENTS



BOURBON & BLUEGRASS

A PARTY TO SUPPORT PRESERVATION



MAY 20 AND 21, 2023 1:00PM - 5:00PM

More than 1,000 attendees join us each year to lounge on Lincoln's lawn, sip bourbon, and enjoy live bluegrass music. President Lincoln and his family spent a quarter of his presidency in residence at the Cottage and it was here that he drafted the Emancipation Proclamation.

Find the sponsorship level that is right for you and your business and help protect this invaluable piece of our nation's history!

Questions? Contact Lacey Shaw
lshaw@lincolncottage.org 202-618-3406



Featuring

American Songster **Dom Flemons** headlining on Saturday and Sunday.



Additional Performances By

'Fly Birds' and 'Letitia VanSant' (**Saturday**)
'Adeem the Artist' and 'Nora Brown' (**Sunday**)



Key Audience Metrics:

Avg. Annual Visitation: 35,000

Event Attendance: 1,400

Email Newsletter List: 50,000

Social Media Followers (Total): 20,816

Event Media Coverage (2022):

- Front page listing on Washington Post weekend section
- On Air Endorsement by NBC 4
- Featured by the Washingtonian

President Lincoln's Cottage is an independent 501(c)3 nonprofit located on the grounds of the Armed Forces Retirement Home in Washington, DC.

SPONSORSHIP PACKAGES

Presenting Sponsor - \$25,000

(1 available)

- Exclusive lead event sponsor positioning with logo on print materials, event signage, and website, including:
 - Signage at check in table
 - Bandstand banner with exclusive logo recognition
- Recognition by CEO during opening remarks and band introductions
- Speaking opportunity during event on both days
- 20 two-day tickets to Bourbon and Bluegrass event – a great employee appreciation opportunity! **(\$2,600 value)**
- 1 premium Cottage Tour up to 10 people **(\$300 value)**
- 20% discount on site rental the Cottage **(up to \$5,000 value)**
- Logo recognition on event invitation e-blasts **(50,000 recipients)** and event collateral **(1,400 expected attendees)**
- Listing on our Visitor Education Center donor board **(year-round posting)**
- 3 tagged posts on social media

Major Sponsor - \$10,000

(2 available)

- Recognition as major sponsor in print materials, event signage, and website **(logo listing with premium placement)**
- Recognition during opening remarks and band introductions
- 10 two-day tickets to Bourbon and Bluegrass event **(\$1,300 value)**
- 1 premium Cottage Tour up to 10 people **(\$300 value)**
- Logo recognition on event invitation e-blasts **(50,000 recipients)** and event collateral **(1,400 expected attendees)**
- Listing on our Visitor Education Center donor board **(year-round posting)**
- 2 tagged posts on social media

Contributing Sponsor - \$5,000

(2 available)

- Recognition as contributing sponsor in print, signage, and website **(logo listing)**
- Recognition during opening remarks and band introductions
- 4 two-day tickets to Bourbon and Bluegrass event **(\$520 value)**
- 1 premium Cottage Tour up to 10 people **(\$300 value)**
- Recognition on event invitation e-blasts **(50,000 recipients)** and event collateral **(1,400 expected attendees)**
- Listing on our Visitor Education Center donor board **(year-round posting)**
- 1 tagged post on social media

Partner Sponsor - \$2,500

- Recognition as sponsor in print, signage, and website **(text listing)**
- 4 two-day tickets to Bourbon and Bluegrass event **(\$520 value)**
- Recognition on event invitation e-blasts **(50,000 recipients)** and event collateral **(1,400 expected attendees)**
- 1 tagged post on social media

Sponsor - \$1,000

- Recognition as sponsor in print, signage, and website **(text listing)**
- 2 two-day tickets to Bourbon and Bluegrass event **(\$260 value)**
- Recognition on event invitation e-blasts **(50,000 recipients)** and event collateral **(1,400 expected attendees)**

Community Sponsor - \$500

- Recognition as community sponsor in print, signage, and website **(text listing)**
- Recognition on event invitation e-blasts **(50,000 recipients)** and event collateral **(1,400 expected attendees)**

Sponsorship commitment must be received by April 20, 2023 to guarantee inclusion on printed materials.