The 81st Annual Flower Mart
At Washington National Cathedral

Friday, May 1 and Saturday, May 2, 2020

All Halows Guild’s 81st Annual Benefit for the Cathedral Gardens and Grounds

Flower Mart 2020 celebrates woodland flora and fauna and the contribution of the Olmsted Woods to the Cathedral Close environment.

**Flower Mart 2020** is anticipated to attract over 20,000 attendees from around the greater Washington, DC area, visiting tourists from around the world, local dignitaries, and television and print journalists during our two-day event. For the past several years we have partnered with Destination DC and made Flower Mart a stop on their Passport DC Embassy Tour.

**Flower Mart 2020** will showcase the grounds of Washington National Cathedral with a variety of entertainment including dance, instrumental, and vocal performances by local and international artists. Flower Mart includes tours, exhibits, art and crafts boutiques, horticulture displays, plant sales, food stands, our antique carousel, and a children’s area with an array of carnival rides and games.

**We invite you** to partner with us as we present two days of fun and activities for the entire family at Washington’s premier spring family festival. Visit our website [www.allhallowsguild.org](http://www.allhallowsguild.org).
Dear Friend of Flower Mart,

Since 1939, on the first weekend of May, All Hallows Guild has welcomed visitors to the grounds of the Washington National Cathedral for Flower Mart. In the 81 years since, this event has continued to grow and now draws thousands of people who come to shop for plants and gifts, eat delicious festival food, enjoy children’s activities, ride the Guild’s historic carousel, climb to the top of the Cathedral, and take in the beauty of our gardens and grounds.

Flower Mart 2020’s theme, Into the Woods, highlights All Hallows Guild’s ongoing work to preserve our woodland environment. The last vestige of an extensive oak and beech forest on Mount St. Alban, the five-acre Olmsted Woods include a stone footpath, a contemplative circle, native wildflowers and shrubs, and a host of migratory birds.

With funds raised through Flower Mart, we are working to assess and improve the woods’ ecosystem as part of our mission—to serve as stewards to the 59 acres of the gardens and grounds of the National Cathedral.

Thanks to our generous supporters, we continue to keep the grounds free and open to the public year-round. We invite you to join the festivities and to lend your support as a Flower Mart sponsor. We proudly publicize our sponsors through both advertising and media coverage, and we would like to see your business benefit from this kind of community partnership. We plan to distribute the Flower Mart 2020 commemorative tote bag during Flower Mart, and we would love to include your business name and logo on this reusable tote.

Please review the enclosed materials. We are happy to answer your questions and discuss any other ideas you may have regarding how sponsorship can best benefit you.

Sincerely,

Tricia Karppi and Beth Kelley, Flower Mart 2020 Co-chairs
flowermart@allhallowsguild.org
Commercial Sponsorship Opportunities

Flower Mart 2020 will highlight the ongoing work of All Hallows Guild to preserve and improve the Olmsted Woods, the Cathedral Close’s five-acre woodland.

Since 1916, the Guild has raised funds to support one of Washington’s treasures - the gardens and grounds of Washington National Cathedral. Flower Mart is the most visible way the Guild partners with the broader community to accomplish this mission.

Flower Mart is Washington, DC’s premier springtime community event - with an annual attendance of over 20,000 visitors. Eight First Ladies and many dignitaries have attended past Flower Marts - including Washington’s Mayor, Muriel Bowser, who has officially opened Flower Mart for the past two years.

Why be a Flower Mart Sponsor?

- Gain publicity and community goodwill through association with a well-received and highly publicized event. Last year Flower Mart was prominently featured on several local newscasts and was the Washington Post Weekend Section’s “Best Bet” for the first weekend in May.
- Reach a broad audience - of over 20,000 attendees and the diplomatic and multicultural community through Flower Mart’s affiliation with Cultural DC’s Passport DC program.

We welcome your participation at any of the following levels:

Platinum Sponsor $5,000 (and above) - Sponsor name/logo will be featured prominently on the Flower Mart reusable tote bag and Committee T-shirts, as well as for (a minimum of) 6 months on the Flower Mart section of the All Hallows Guild website. Sponsor will receive a color full-page ad in the Flower Mart program. All Hallows Guild will place two large feather banners acknowledging Sponsor on the Cathedral grounds during Flower Mart. Sponsor’s logo & hot link to their website will appear in monthly e-newsletter (readership 3500) from commitment date to Flower Mart weekend. All Hallows Guild will acknowledge Sponsor on Social Media once per week for 6 weeks. Looping video with Sponsor name/logo featured will run continuously on screens inside the National Cathedral during Flower Mart.

Gold Sponsor $3,000 - Sponsor name/logo will be featured on the Flower Mart reusable tote bag and Committee T-shirts, as well as for (a minimum of) 6 months on the Flower Mart section of the All Hallows Guild website. Sponsor will receive a color half-page ad in the Flower Mart program. All Hallows Guild will place two large feather banners acknowledging Sponsor on the Cathedral grounds during Flower Mart. Sponsor’s logo & hot link to their website will appear in monthly e-newsletter (readership 3500) from commitment date to Flower Mart weekend. All Hallows Guild will acknowledge Sponsor on Social Media once per week for 4 weeks. Looping video with Sponsor name/logo featured will run continuously on screens inside the National Cathedral during Flower Mart.

Silver Sponsor $1,500 - Sponsor name will be listed on the Flower Mart tote bag and Committee t-shirts. Sponsor will receive a quarter-page ad in the Flower Mart program. Sponsor name/logo will be featured for (a minimum of) 6 months on the Flower Mart section of the All Hallows Guild website. Sponsor’s logo & hot link to their website will appear in monthly e-newsletter (readership 3500) for 2 months. All Hallows Guild will acknowledge Sponsor on Social Media once per week for 3 weeks.

Bronze Sponsor $750 - Sponsor will receive an ad (2.25 x 4.5”) in the Flower Mart program. Sponsor name will be featured for 2 months on the Flower Mart section of the All Hallows Guild website. Sponsor’s logo & hot link to their website will appear in one monthly e-newsletter (readership 3500). All Hallows Guild will acknowledge Sponsor on Social Media once per week for 2 weeks.

Olmsted Woods Sponsor $350 - Sponsor will be acknowledged in the Flower Mart program. Sponsor name will be featured for 1 month on the Flower Mart section of the All Hallows Guild website. All Hallows Guild will acknowledge Sponsor on Social Media once per week for 1 week.

Visit our website: www.allhallowsguild.org for more information. Follow us on Facebook, Twitter, Instagram @allhallowsguild
To contact us email: flowermart@allhallowsguild.org
Be a part of a Washington tradition - The 81st Annual Cathedral Flower Mart

The Color Guard at the Opening Ceremony

Episcopal Church Women sell delicious baked goods

Premier Plants in our “Flower District”

Food is always part of the fun!

Flying high at Flower Mart

DC Mayor Muriel Bowser checks out a vendor booth

Free entertainment on the Cathedral’s West Front throughout Flower Mart

Switzerland’s amazing entry in last year’s International Floral Display in the Nave
Commercial Sponsorship Agreement
Deadline: April 1, 2020

Sponsor/Business Name: ______________________________________________________
Street Address: ______________________________________________________________
City: __________________________ State: ____________ Zip: ________________________
Contact Person/Title: ________________________________________________________
Email: _________________________________________________________________________
Phone: __________________________ Website: _________________________________

**Platinum Sponsor $5,000 (and above)**
Print Benefits:
- Sponsor name/logo will be featured prominently on the Flower Mart reusable tote bag and Committee T-shirts.
- Sponsor will receive a color full-page ad (8.5 x 11”) in the Flower Mart program.
- All Hallows Guild will place two large feather banners acknowledging Sponsor on the Cathedral grounds during Flower Mart.

Digital Benefits:
- Sponsor name/logo will be featured for at least 6 months on the Flower Mart section of the All Hallows Guild website.
- Sponsor’s logo & hot link to their website will appear in monthly e-newsletter (readership 3500) from commitment date to Flower Mart weekend.
- All Hallows Guild will acknowledge Sponsor on Social Media (Facebook, Instagram) once per week for 6 weeks.
- Looping Video with Sponsor name/logo featured will run continuously on screens inside the National Cathedral during Flower Mart.

**Gold Sponsor $3,000**
Print Benefits:
- Sponsor name/logo will be featured on the Flower Mart reusable tote bag and Committee T-shirts.
- Sponsor will receive a color half-page ad (8.5 x 5.5”) in the Flower Mart program.
- All Hallows Guild will place one large feather banner acknowledging Sponsor on the Cathedral grounds during Flower Mart.

Digital Benefits:
- Sponsor name/logo will be featured for at least 6 months on the Flower Mart section of the All Hallows Guild website.
- Sponsor’s logo & hot link to their website will appear in monthly e-newsletter (readership 3500) from commitment date to Flower Mart weekend.
- All Hallows Guild will acknowledge Sponsor on Social Media (Facebook, Instagram) once per week for 4 weeks.
- Looping Video with Sponsor name/logo featured will run continuously on screens inside the National Cathedral during Flower Mart.

**Silver Sponsor $1,500**
Print Benefits:
- Sponsor name/logo will be listed on the Flower Mart reusable tote bag and Committee T-shirts.
- Sponsor will receive a quarter-page ad (4.5 x 5.5”) in the Flower Mart program.

Digital Benefits:
- Sponsor name/logo will be featured for 3 months on the Flower Mart section of the All Hallows Guild website.
- Sponsor’s logo & hot link to their website will appear in monthly e-newsletter (readership 3500) for two months.
- All Hallows Guild will acknowledge Sponsor on Social Media (Facebook, Instagram) once per week for 3 weeks.
Bronze Sponsor $750
- Sponsor will receive an ad (2.25 x 4.5”) in the Flower Mart program.
- Sponsor name will be featured for 2 months on the Flower Mart section of the All Hallows Guild website.
- Sponsor’s logo & hot link to their website will appear in one monthly e-newsletter (readership 3500).
- All Hallows Guild will acknowledge Sponsor on Social Media once per week for 2 weeks.

Olmsted Woods Sponsor $350
- Sponsor will be acknowledged in Flower Mart program.
- Sponsor name will be featured for 1 month on the Flower Mart section of the All Hallows Guild website.
- All Hallows Guild will acknowledge Sponsor on Social Media once per week for 1 week.

$______________ Total Fee Enclosed (Make check payable to All Hallows Guild/Flower Mart)

Email links to Twitter and Facebook accounts to: FMSponsors@allhallowsguild.org

Please return this agreement, along with artwork and text for sponsorship, with payment now or no later than April 1 to:

All Hallows Guild - Washington National Cathedral
3101 Wisconsin Avenue NW, Washington, DC  20016

www.allhallowsguild.org

All Hallows Guild is a 501(c) (3) organization within the Protestant Episcopal Cathedral Foundation